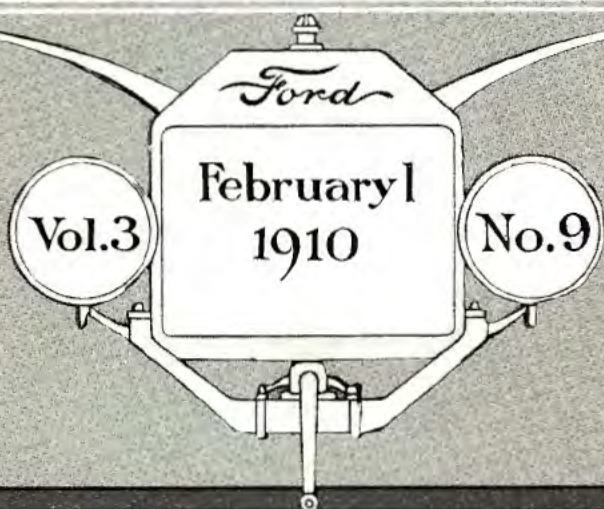


Ford Times



Barney Oldfield and the Original 999 Ford in Which He First Became Known to Fame as an Automobile Racer.



Our Foreign Position

R. M. Lockwood

FROM the time when the American manufacturer first realized his superior ingenuity in designing automatic machinery, and effecting factory organization for economical production, he has almost invariably had a desire to conquer foreign trade, not always so much for the profits involved as for his innate delight at being able to win in the commercial battle with older nations. In 1903, however, when all good automobiles were supposed to be imported, and when our manufacturers were depending upon foreign ideas of motor construction, the suggestion that any American automobile maker should actually attempt to compete with the birthplace of the then infant industry, was looked upon as useless, if not ridiculous. But even here American brains and energy again achieved the marvelous, for in this same year Henry Ford's ideas in auto construction and factory methods met the ideas of France, Germany and Italy in their own territory, and the result today, six years later, is conclusively shown by the fact that FORD cars are now running by the thousands in every civilized country of the earth.

The Foreign Department of the company was opened at 18 Broadway, New York, in the year of its organization, 1903, notwithstanding the fact that the domestic demand at that time was greater than they could supply. Thus, at the beginning they showed their confidence in the future development of their industry and adopted the far-sighted policy for which they have become famous. At this time, the writer made an extended trip over Europe in the interest of the company to introduce the original car, Model A. There was then no foreign car selling at a moderate price, a good low priced car being looked upon as impossible by foreign manufacturers. The only opening wedge for an American car was a low price, without sacrifice of quality, and this chance had been almost totally eliminated by the failure of the two low priced American cars, which had previously been exported. Consequently the attitude toward the FORD car was far from encouraging. Persistent effort, however, gained a hearing and this in many instances was followed by a trial order. The car proved so surprisingly satisfactory, that from this time on they have been their own convincing advertisement and have been sent abroad in increasing numbers. In fact, the Ford Company has never felt the necessity of any other advertising, having spent nothing in foreign newspaper or periodical publicity.

The performance of the cars in daily work and in contests with the finest foreign makers, notably the Irish Reliability, The All Comers Sweepstakes at Brooklands, England, and especially their wonderful per-



A New Branch and Its New Manager

H. C. Skinner, Houston, Texas

The twenty-second branch of the Ford Motor Company is now successfully launched, and already bids fair to make several of the older branches hustle for a place in the list of comparative sales standing.

Houston, Tex., is the location, and Texas is a great state for business. H. C. Skinner is the man, and Skinner looks equal to the state's possibilities.

For the past year Mr. Skinner has been assistant manager of the Buffalo branch. Prior to that he has successfully sold almost every product known to American manufacturers, including insurance and pianos. Please note that word "successfully." It differentiates the salesman from the order taker; it bespeaks success for the Houston branch, and means a new member for that union of successful managers, the B. M. U., a new member to be initiated at the next annual meeting.

Here's hoping Houston makes Atlanta, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Dallas, Denver, Detroit, Kansas City, London, Melbourne, New York, Omaha, Paris, Pittsburg, Philadelphia, St Louis, Seattle, Toronto and Winnipeg hustle for first place for 1910.

formance in the New York-Seattle Race, etc., has given the FORD such a prestige that many of the leading foreign makers are now imitating and adopting the identical FORD features, which they ridiculed when originally incorporated in FORD machines years ago.

We no longer seriously consider France and Italy as competitors but England, evidently being more alert and realizing our success and the reasons for it, has begun to produce many low price cars of good quality, and having more advantages in the way of preferential duties, freight, etc., is exporting considerable numbers to her colonies, but part of even this advantage has been foreseen and nullified by the organization of the Ford Motor Company of Canada, which enjoys some of the same trade preferences with these colonies.

In competing for South American and Far Eastern trade, with England and Germany, our situation respecting freight, etc., is our most serious handicap. If our Congress would pass a ship subsidy bill it would greatly benefit the automobile trade, as well as all other American industries, by giving them the advantage of as low rates as our foreign competitors enjoy. It is the opinion of the writer, that Germany will soon be our real competitor in the low priced car, for they also manufacture in large quantities, at low cost, and some of their products are almost fac-simile copies of the Ford Models N and T cars, and with these cars they can undersell us in their home territory.

Notwithstanding the fact that 1909

Continued on Page 21

The Automobile, Past, Present and Future

By Henry Ford

In Detroit Saturday Night.

THE automobile of the past attained success in spite of its price, because there were more than enough purchasers to be found to take the limited output of the then new industry. Proportionately few could buy, but those few could keep all the manufacturers busy, and price therefore had no bearing on sales.

The automobile of the present is making good because the price has been reduced just enough to add sufficient new purchasers to take care of the increased output. Supply and demand, not cost, has regulated the selling price of automobiles. The car of today is better by far than the car of a few years ago—the natural result of experience. The price is lower, just enough lower to add sufficient possible purchasers to buy the increased output.

The automobile of the future must be enough better than the present car to beget confidence in the man of limited means and enough lower priced to insure sales for the enormously increased output.

The car of the future must be "the car for the people," the car that any man can own, who can afford a horse and carriage; and mark my words, that car is coming sooner than most people expect.

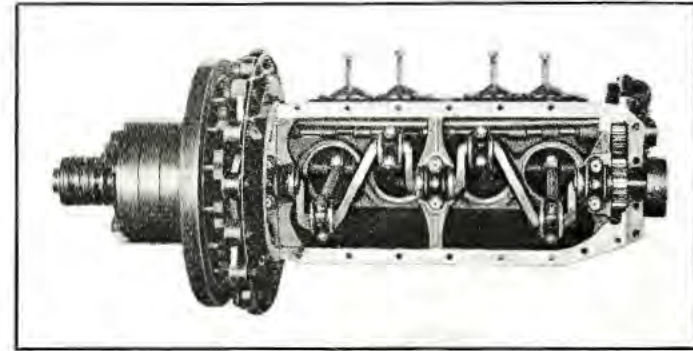
In the low priced car dwells the future success of the automobile. Comparatively few persons can afford even a \$1,000 car. A limited number of factories can easily supply all the demand for high priced cars, but the market for a low priced car is unlimited. Over 2,000,000 horse drawn vehicles were sold by American factories in 1909. When you substitute a motor driven vehicle for each of these two million wagons and carriages, you get an idea of the automobile of the future.

The low priced car will not be a makeshift, an automobile by courtesy, a machine built for a price. It is harder to sell to a man who can only afford a low priced car than to the man whose money comes more easily. Not only must the successful car of the future be low priced, but it must present at least equal value with the present high priced cars.

The low priced car should actually be better than the car at a higher price, for more is expected of it. The man who can afford the high priced car can afford a man to keep it in order, while the man who has to buy a low priced car if any, has to look after it himself, whether or not he has any mechanical ability. Likewise, when he buys, he buys for business use and pleasure, too. That condition prevails today. The low priced car must be better built than the higher priced product, because it receives harder use. The successful low priced car of today is successful because it stands harder usage than is accorded to \$5,000 creations.

Equally important with low cost price as a qualification of the car of the future is "low cost of upkeep." The weekly expense of an automobile will be more important to the man whose income is \$100 a month than will the cost price. The one he has saved by easy stages, the other must be taken out of his earnings. Gasoline bills, repair bills, tire bills must be low. They should be as low as the expense bills for a horse and carriage. This low maintenance account can result only from light weight.

So the car of the future will be light as well as low priced. This means the substitution of quality for quantity even to the use of materials not yet discovered.



Bottom View Model T Motor

Clutch Adjustment on the Model T

IF the clutch slips, the difficulty may be due to the threaded pedal connection (D) being too tight, and by lengthening same one or two turns, the proper adjustment can be secured.

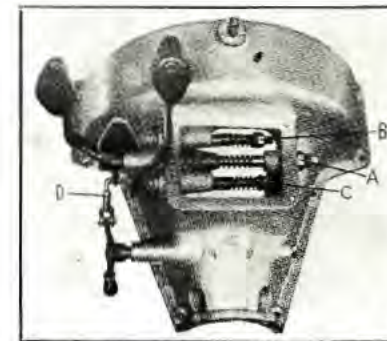
Another method of clutch adjustment is provided by means of the adjusting screws in the clutch fingers—giving each screw an equal number of turns to the right tightens the clutch. After a considerable period of service, the wear in the clutch may be taken up by installing another pair of clutch discs, rather than by turning the adjusting screws in too far.

If the clutch pedal, when pushed forward into slow speed, has a tendency to stick and not come back readily into high, tighten up the slow speed band as directed below. Should the machine have an inclination to creep forward when cranking, it indicates that the clutch lever screw which bears on speed lever has worn, and requires adjustment to keep the clutch in neutral position.

SLOW SPEED, BRAKE AND REVERSE BAND ADJUSTMENT.

The slow speed band may be tightened by loosening the lock nut on the right side of the transmission cover, and turning the adjusting

Continued on Page 14



Top View Transmission Cover, Showing Also Pedal Arrangement



Around the World in a Ford Car

G. M. McGregor

IF Mr. Ford would only invent a pair of wings suitable for attaching to the Model "T," round-the-world trips could be made in Fords all the way and much more comfortable for poor sailors.

In my trip around the world it would have been possible to cover every bit of the land journeys in Ford automobiles. Starting at Walkerville, Ontario, through the Canadian Northwest to Vancouver, there wasn't a single stop but what I could have located a Ford.

Sailing from Vancouver to Honolulu, the Garden of the Pacific, I spent a day admiring the beauties of this wonderful island from a Ford auto; thanks to Mr. Schumann. Honolulu is celebrated for its wonderful climate, but the greatest attraction to the writer was the surf bathing and a collection of wonderful fish in their aquarium, that cannot be duplicated anywhere in the world.

The next stop was Suva, Fiji Islands. I tried to interest some of the native chiefs in Ford autos, but partaking of their hospitality in the shape of coconut milk, I was out of business for the balance of the day.

The next stop, Brisbane, Australia, after twenty-three days on shipboard, made me feel very much at home with a Ford runabout at the boat to meet some passengers. Sydney, the next stop, is the headquarters for Fords in Australia. This is a wonderful city, celebrated the world over for its beautiful harbor. Having such a great natural harbor the residents feel they must

enjoy the water, consequently more motor boats for its population than any city in the world. The city is very hilly, requiring light weight and plenty of power. That's why Fords are making good there. All Australians are famous for their hospitality, our agents particularly, and it kept the writer sidetracking invitations of all kinds to attend to business. The next stop was Auckland, New Zealand. How I did wish a Model "T" could take me from Sydney to Auckland. Those ocean trips in small steamers aren't all that they are cracked up to be, especially this particular trip. I had to change my stateroom several times in the four days, as I didn't like the company I was keeping, and their greetings did not enhance my particular style of beauty.

Almost the first thing I saw in Auckland was a Ford runabout with two Singer Sewing Machines starting out for the north end of the island.

Wellington. This is the place where you get the habit of holding your hat on. You can always tell a Wellington man anywhere, as he has his hand on his hat always. Chicago isn't in it with Wellington for wind. The wind is particularly bad driving a "T" without a wind shield.

Took a ride through the mountains here in a "T" that was a revelation even to the writer for hill climbing ability. An agent from Wangamui heard I was in Wellington and drove in over the mountain passes—128 miles in four hours. After I had seen the roads I would have considered it impossible if he hadn't telephoned before starting.

The name of the next place, Christchurch, sounds good, and as I struck there on Sunday, I found the people quite in keeping with the name of the city. This is the best auto city in New Zealand, beautiful roads and very few hills. Incidentally might mention that bicycles are used there more than any place in the world. It looked like old times to see old men, also old ladies, struggling with their bicycles and skirts against a head wind.

I suppose they couldn't afford it,

but looking at them I said "A Model 'T' for mine."

Before arriving at the next stop, I could smell the oatmeal before getting off the boat. Dunedin—as Scotch as any part of Scotland except that they won't wear kilts. I also had a ride over the mountains of Dunedin five up on high gear. Nothing else in town could equal it two up.

I sailed from Bluff or Invercargill to Tasmania. Tasmania is famous for its Tattersalls (Government) lottery. Took five chances, got nothing. Wish I could put it in my expense account. They also say Tasmania is famous for its beautiful women, but I had sore eyes that day and couldn't see, or else it's a fairy tale.

Melbourne after my New Zealand trip was like striking America again. The Australians are great lovers of all sports. I struck Melbourne race week. The Melbourne Cup is the great event in Australia. They don't have any New Year's Day there. Everything dates either before or after Cup Day. Had another chance to get rich quick, but lost out. I don't know why the Ford Company doesn't give a man so much money when he starts out and charge up everything he hasn't got when he gets back. There were 266 motor cars at the Melbourne race track, incidentally 115,000 people. Fords were there, but not over 5%

of the cars American made. This doesn't say much for Americans. However, 90% of the Australians are English or English descent, so that they favor goods made "Home" and very much prejudiced against American manufactures. The American automobile manufacturer has troubles to overcome a natural prejudice, but I am glad to say that this condition is slowly but gradually improving.

I arrived in Adelaide just in time to see them unload two Ford Model "T's" from steamer. At Perth I had the satisfaction of viewing both Perth and Fremantle from a Ford Model "T", one of those real red ones that everyone looked at.

Here I left dear old Australia, for I liked the country and the people, and headed for India.

The first stop I made at Colombo, Ceylon. Lots of "T's" (teas) here. A Ford owner showed me his car with which he was well pleased, but I was surprised to find a Model "N" with an enclosed body heavy enough for a Napier chassis. I expected to hear complaints but the owner was satisfied; so was I, if he were happy.

From Colombo to Tuticorin and Madras. Here is where the fighting starts. The natives can't understand you, but they are on your heels all the time. I don't know whether I looked the part of an auto manufacturer with dividends sticking out all over me, but I certainly didn't enjoy

Continued on page 23



One of the times Mr. McGregor did not ride in a Ford—in a Jirikisha in Calcutta



Mr. and Mrs. Runels

Four Letters

There's a Heap of Talk in Each of Them

Geo. H. Runels, Lowell, Mass.—I purchased one of your Model "T" Roadsters the latter part of March, 1909, and it was run nearly every day up to Dec. 26th, when we had a very heavy fall of snow, having traveled something over 8,000 miles in long and short trips and I have always found it ready to go there and back. Having done a little figuring with 8,000 miles as a basis and a note book for authority, I find that I consumed 356 gallons of gasoline at an average cost of $14\frac{1}{2}$ cents per gallon and an average of $22\frac{1}{5}$ miles per gallon, with one note of 140 miles on five gallons. Used about one gallon of cylinder oil (Medium) for every 250 miles traveled. I also find that my tires were the most expensive, costing me about $1\frac{1}{5}$ cents per mile, while the gasoline and oil has averaged $\frac{4}{5}$ of a cent per mile; although it would not be fair to the tires if I did not mention one on the rear (a Diamond), which has run about 5,200 miles and looks good yet. Necessary repairs have been few, most of them having been done by myself.

C. A. Manning, Moundsville, W. Va.—I desire to thank you very much indeed for your promptness in sending the new radiator and above all for the fair and square way in which you have treated me. You will not regret it. I have always understood the Ford people treated their customers right and I wish to say that I am pleased beyond measure, and will do all I can to aid Mr. Loe in placing orders for the Model "T."



3 Fords—2 Model "T's" and 1 Model "S,"—Sold by Elmer Automobile Company of Hartford, Conn., to the Hartford Fire Department.

J. H. Kispert, Big Pine, Cal.—We returned home from our trip to Mexico without a mishap or breakdown of any kind and was not out one cent from the time I left here till I returned for repairs. I think I have made a wonderful record for the six cylinder Ford car considering we had some of the very heaviest roads to pull over, especially part of the Mojave Desert, consisting of heavy sand and steep mountains. I had four passengers and 500 pounds of baggage on my car on this trip and traveled about 3,500 miles.

Geo. W. Biehn, Winchester, Ky.—In July, 1906, the undersigned purchased of your agents in this city, the Ybagan Gas Engine and Mfg. Company, a double-opposed cylinder light touring car. The car has been run approximately 9,400 miles up to date. The original tires (Dunlap) are still in fair shape after four seasons' run, and in all that time have had only *three* punctures and have never had occasion to use two inner tubes that I purchased the first season as a precautionary measure. The cylinders have fine compression and I see no material difference in their work since the first season. The repair bill on the machine in four years has been \$156.00, but \$82.00 of that amount was caused by another car running into mine and crushing the tonneau, and \$32.00 for a radiator frozen through my own carelessness.

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.

Making February Sales

IT wasn't so long ago that the selling force of an automobile manufacturer could sell in one month all the cars the factory could make in twelve, and because that total twelve months' production meant perhaps one hundred cars, nobody cared when the sales were made,—nor was the buyer much worried, as he considered himself fortunate if he received one of these "new-fangled contraptions" any time within six months of the date of purchase.

The total output was small, the total possible sales no larger and easily located, and no sales organization had to worry about over-stocking, or manufacturing organization bother about over-production.

That brought bad habits to the selling fraternity. They became accustomed to selling in April, May or June, the few cars that could be secured, and making money enough on those sales to allow them to sit around the other nine months doing nothing but repair the cars so sold. It also laid the seed for a wrong idea on the part of the buying public,—the idea that the automobile was a vehicle to be bought and used only during a limited number of weeks.

True, these early cars were not worth much for winter service, but the impression ought never to have gained ground, and should have dissipated itself long ago. But it has not, so that now it's up to the manu-

facturer and dealer to educate the buyer to the value of the car for twelve months' service, and the advantages and necessity of buying in January or February.

But how are you going to make a sale when the snow covers the ground, and it's close to zero? It isn't easy—it requires salesmanship. It is a condition that will bring into being a new type of automobile salesman, and it will relegate to the "down and out" the man who cannot keep pace. Anybody can sell cars in June. It takes real salesmanship to sell in January.

Nor can we lay any hard and fast rules on making February sales. Conditions are not always identical,—but winter conditions are so nearly the same in all sections as to make prominent certain stock objections, and make possible equally certain arguments refuting such objections. We mention a few:

"I don't want a car when the roads are so bad that I cannot enjoy it. I'll wait until spring, when the roads dry up."

That's all right if you could decide to buy one day and secure the car the next,—but you cannot. Take 1909 as an example. Orders placed in April with any one of a dozen prominent manufacturers could not be filled until August. Four months of summer riding were lost. If you want a car in the spring, don't want it now, your one safe bet is to buy now; anyway take the car when you can get it, and so be sure of having it when you want it. Anybody can order a car in May,—the sensible man buys in February.

We are not trying to throw a scare into you. We are out and out in earnest. We have every assurance that 1910 will experience the biggest of all shortages on all the popular cars. Better get under cover while you can.

If you don't think you can use it now, buy it anyway; you will put it into immediate service, if only out of curiosity. Then it will surprise you to realize how much use you will find for the car the rest of the win-

Continued page 20

OUR MOTTO:
Prompt and Satisfactory
Service Guaranteed.



REASONABLE RATES
Especially Adapted for
Theatre and Dancing Parties.

TAXICAB LIVERY CO.,

756 FRANKLIN PLACE,

Telephone Lake 470.

Milwaukee, Wis.,

January 1st.

190

The Hickman Lauson Diener Co.,

222-4 - Fourth St.

Gentlemen:-

We desire to express our appreciation of the very satisfactory service, which we have received from the Ford Model T Taxicab that we purchased from you a year ago, and which has been in constant service ever since.

As you know, we have done considerable experimenting with Taxicabs, and have in use three different makes. Each of these other cars cost us twice as much as the Ford to buy.

The Ford Car has been in the repair shop less than any of them. It will run almost twice as many miles on a gallon of gasoline, is much more easily understood by the men whom we are able to secure for drivers, and because of the small investment that it represents, pays us a much better return on our money.

This car averages forty miles every day. It costs us less per week to maintain than any other car we have.

Yours truly,

TAXICAB LIVERY CO.

This Should Help You Make Town Car Sales

M. Christensen Mgr.

Enclosed Bodies for Model T Cars

IN your territory, how many owners of Model T Roadsters, Touring Cars or Tourabouts, would be glad of the chance to purchase a coupe or town car body, if they only knew it could be done, that the various bodies are interchangeable, and that the changed car is a mighty serviceable one for this disagreeable weather.

Below find letter, which, if sent to these buyer friends of yours, may stir up a few orders, and so augment your "winter months'" sales:

"At a very slight expense, your present Model T Ford car can be converted into a Coupe or Town Car.

All Model T Bodies are interchangeable; the chassis are identical. The owner of one style can readily change over to any other style. The price on the Coupe body is \$390.00; on the Town Car body \$450.00. Two hours' labor is sufficient to make the change.

As the advantages of an enclosed car are obvious and numerous, it is not our purpose to enumerate them. We desire merely to call your attention to the ease with which you can secure that type of car, and at the same time have your open car for next summer.

Either style of body can be shipped immediately on receipt of order. Mail your order direct to us or to the Branch or Dealer through whom you purchased the car—but do it promptly.

Yours truly,
FORD MOTOR COMPANY.



A Recent Shipment of Cars to the Philadelphia Branch—Where Block Is.

What They Think of the Ford Car in England

(From the *World's Work*, London, England.)

ALEX. J. M. GRAY, an automobile writer of good repute in his own country, in an article in the December issue of "The World's Work," English edition, says:

"And touching American cars, I must not omit a reference here to a four-cylinder model of twenty horse-power, which, having regard to its chassis price of 180, must be regarded as an extraordinary vehicle. It is the latest product of the Ford factory, incorporates many quite notable features, all, however, of proven utility, and all tending to the elimination of redundant weight without sacrifice of stability; it has a frame of vanadium steel; can give twenty-five miles to a gallon; is guaranteed to get eight thousand miles of running life out of the Goodrich tires fitted; and is equal to anything up to forty-five miles per hour in touring trim on the road. And as the Ford Company is not in the car business for the love of anybody's beautiful eyes, we may take it that even at this price there is a very respectable margin of profit.

"How is it that the Ford Company produce a car of this quality at the price of some single-cylindered vehicles? The only apparent answer is high organization and a concentration upon a special type. The Ford Company has a matter of twenty-three depots under its direct control scattered around the world. (Its latest depot was opened at 55 Shaftesbury Avenue a few weeks ago.) It produces on a mammoth scale in numbers almost unthinkable to our ideas of production. Twelve thousand of this model have been produced and distributed in four months. And although it is stated that the American car is made to run itself to the scrap-heap, in a year or

two, and while it is undoubtedly true that longevity is not an outstanding feature of some American cars, the objection does not, so far as my knowledge goes, apply to the Ford. I know of several cases of Ford cars mellowed and not notably impaired by time, which are running today with quite a merry disregard of the fact that they were due for scrapping years ago according to the estimate of pseudo authority."

In the January issue of the same magazine, Mr. Gray writes:

"The last Olympia Show will, I believe, mark in history the point where the British automobile began to come definitely into its own. That, however, is very far from saying that the foreign competitor is dead and done. In point of fact, two of the biggest successes of the show were produced abroad. The Darracq from the near East, and the Ford from the Middle West, as was generally anticipated, scored heavily on the sales list. The primary reason for that doubtless resides in the fact that they were easily the cheapest cars of their power. But price alone is hardly calculated to do more than attract. Behind there must be form and comeliness in design to maintain the attraction. But principally there must be those indications that make for the satisfaction of the mind familiar with the technique of the car. There is no keener critic than the motorist for whom these vehicles have been constructed. It may be taken as read that the closer the limit of purchasing power, the more exacting the purchaser. He cannot afford to waste his substance in riotous experimenting. White elephants are his bete noir. He wants the cheapest possible car, but he wants to be sure that the last three penny-piece of his expenditure is coming back to him—with interest, if possible. Therefore if the Ford and the Darracq sold well—as they undoubtedly did—price and appearance were not the sole determinant."

Sunny City, Mr. Beattie,
 and the city was represented by
 Mayor Hastings, Ed Rudd, Callander
 McKinnon, Kelly and Rogers.

UPKEEP OF FORD AUTOMOBILES

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Mr. C. R. Nash, of the Royal City
 Garage has brought out an excellent
 scheme whereby purchasers of Ford
 cars know exactly what the upkeep of
 their cars will be for the season. He
 is so certain that these cars can be
 run at a minimum cost, if properly
 looked after, that he proposes on his
 part to keep cars in gasoline, oil, car-
 bide, tires, adjustments and all re-
 pairs for \$125 per 5,000 miles. This is
 about a season's running, so the total
 expense for one year would be \$125.
 No such offer as this has ever been
 offered before, but Mr. Nash has the
 courage of his convictions that the
 Ford car can be run for this amount.

Guelph, (Ont.) Mercury, Jan. 10, 1910

Clutch Adjustment on the Model T

Continued from page 5

screw (A) to the right. To tighten
 the brake and reverse bands, remove
 the transmission case cover, and turn
 the adjusting nuts (B and C) on the
 shafts to the right. See that the
 bands do not drag on the drums
 when disengaged, as they exert a
 brake effect and tend to over-heat
 the motor. The bands, when worn
 to such an extent that they will not
 take hold properly, should be re-lined
 with raybestos material, so that they
 will engage smoothly without caus-
 ing a jerky movement to the car.

To REMOVE TRANSMISSION BANDS.

Take off the door on top of the
 transmission cover, and run the
 clutch band adjusting nuts (B and
 C) to the extreme ends of brake and
 pedal shafts; then remove the slow

speed band adjusting screw (A);
 loosen bolts holding transmission
 cover; take hold of slow speed pedal
 and lift off the cover assembly. Slip
 bands forward, sliding the one near-
 est the fly-wheel over the first of
 the triple gears, turn the bands so
 that the ears are down, then pull
 them out. To do this requires the
 spreading apart of the band at the
 ears, and is more easily accomplished
 if the three sets of triple gears are
 so placed that one set is about ten
 degrees to the right of the center at
 top. To replace, reverse this pro-
 cedure, and when fitting the trans-
 mission cover see that the clutch re-
 lease rests into the rear groove of
 the clutch shift.

Sleighting Vs. the Automobile

FOR the first time in a number of years Cincinnati has been having a
 "white winter." But what is the matter? The once familiar jingle of
 sleigh bells that formerly lent a spirit of festivity to the season, is now
 strangely missing.

The sound of laughter mingled with the silvery ripple of the bells that
 used to haunt our memories in the old days is heard no more. Instead, we
 have the nasal honk-honk of the buzz-buggy as it speeds over the virgin
 snow on pleasure bent.

To be sure, the girl in the automobile veil is practically the same as
 the girl with the red cheeks and Tam o' Shanter, who used to snuggle up
 to one's side (for warmth) in the cutter, but somehow or other she is not
 quite so confidential and informal.

Instead of experiencing the biting sting of the frost-laden evening, and
 feeling the tang of the cold wind as we sped along through moonlit evenings,
 in a world of snow to the music of sleigh bells, we ride de luxe in an enam-
 eled limousine, with foot-warmers in the place of straw, a morocco-encased
 chronometer and a vase of chrysanthemums for decorations.

The automobile has come to be an all-the-year-round vehicle, while its
 luxury and comfort have increased its popularity. By opening the windows,
 putting one's feet in a bucket of ice water and jingling a chain of bells, a
 sleigh ride, according to one humorist, may be very faithfully imitated, but
 he could not say the same about a mid-winter automobile spin.

The motor car has a thousand and one conveniences which the open
 sleigh has not, but we cannot see the old-fashioned cutter relegated to the
 hay-loft without at least one parting pang of regret.—Times Star, Cincinnati.



Showroom of J. J. Jones, Wichita, Kans., during show week

Some Snow

THIS has been one of those genuine, old-fashioned winters with snow in plenty and cold in abundance. It has not been what one could conscientiously call a good winter for automobile sales, nor has the weather been partial to any one neighborhood. In the same mail by which arrives a letter from Grand Rapids kicking about thirteen inches of snow, comes one from Coopers-town, N. D., complaining about thirteen feet, while Indianapolis and Bangor and Philadelphia have had luck tales of similar strain. The snow has been universal—nobody overlooked.

Sales have not been easy. Where they have been made, depend upon it, the dealer who made it, did not do it while his shins toasted in front of the grate fire. It takes real, genuine, old-fashioned hustling to close sales when the snow is a foot and a half on the level.

That is the time of the year that draws the line between the order takers and the salesmen. The order taker does no hustling in February; the salesman hustles harder than ever. He may not close a single sale for a month or more, but in the language of the immortal B. L.:—"Believe me, he has lined up some warm prospects;" then with those prospects lined up, he orders a carload to come in immediately, and with cars on the floors, what chance has the other fellow to make delivery to your prospects?

This has been good weather for hustlers. The man is yet to be born who is not favorably impressed with

a demonstration in the snow, such as a Model "T" salesman can make. Such trials as these illustrated on the page across would sell cars to a wooden Indian.

No. 1. C. T. Bartee, of Lafayette, made the thirty-six-mile trip to Remington, Ind., in two hours and twenty-five minutes through snow "twelve inches on the level, twelve feet in the drifts."

No. 2. Heebner & Sons, Lansdale, Pa., writes:

"In the recent blizzard that tied things up in our section, one distantly prospective auto purchaser made the remark in our office that an auto was no good anyhow in winter. He lives about five miles above our town, in a small village, to get to which one must travel positively nothing but the poorest country roads, and they are bad ones, even for Pennsylvania. Naturally we disagreed with the gentleman, when he offered us \$5.00, if we could take a car through to his town at all under its own power.

"You can imagine the skeptical one's surprise when the Ford crew trooped into his office with the car outside as proof of their exploit. He proved himself game, however, and immediately handed out the Five. Mr. Heebner proved equal to the emergency, and explained that, of course, this Five would be considered as part payment on a 1910 car, so that the prospects of his making a purchase are not nearly as dim as they were."

Continued on Page 21



1—C. T. Bartee,
Lafayette, Ind.

2—Heebner & Sons,
Lansdale, Pa.

3—R. E. Becker,
Grand Rapids, Mich.

4—H. J. Placey,
Sherbrooke, Ont.

5—Ed. Kuempel,
Guttenberg, Ia.

W. F. Carlberg,
Sisseton, N. D.

Some Good Road Thoughts

Ben Henry

IT costs three-quarters of a cent a ton mile to transport by railroads and thirty cents a ton mile to haul over the highways of this country. It costs eight cents a ton mile to transport over European highways. Do we need good roads?

Good roads is a question five times as important to the American nation as the tariff question, for the tariff affects approximately one-fifth of the products we consume, whereas all the products are subjected to the tax of bad roads.

Railroads and steamboats are used by some, the roads are used by everyone. Millions are spent on the former to hundreds on the latter.

Food prices will be high just as long as it continues to cost so much to haul from the farm to market. The American public is paying more today for its bad roads than a complete system of good roads would cost.

It is estimated that \$50,000,000 were spent by American motorists in Europe during the summer of 1909. A large part of that sum would have remained at home, if American roads were such as to permit extensive enjoyable touring.

**Mr. Hogue Says
All Branches and Dealers**

Feb. 1, 1910

Gentlemen:-

By exercising a little more care in making out your bills of lading for returned parts to the factory, by specifying the kind of auto parts returned, a great deal of money can be saved in freight charges. Secure a copy of the Official Classification, which can be had by asking most any railroad, and refer to it when returning shipments, so as to enable you to classify on your freight bill more in accordance with the rate applying on the article returned.

Instead of mentioning on your freight bill the number of boxes of metal auto parts, under which circumstances it would classify as first class rate; if the parts are engine or gear parts, say so, and second class rate will apply; if axles or wheels or tops, be careful to mention it, and thereby secure the best rate.

Please give this your particular attention on future shipments, and oblige.

Yours truly,
FORD MOTOR COMPANY,
Traffic Dept.

Hogue is the Traffic Manager—
It's Wise to do as He Tells You

**Norris B. Slack Invites them to
the Automobile Show**

Dear Sir:—

I wish to invite you to visit the Ford exhibit at the Philadelphia Show, held at the Third Regiment Armory, Broad and Wharton Sts., Philadelphia, Pa., beginning today, January the 15th, and continuing until January 22nd, 1910.

The Ford Model "T" will be exhibited with the different styles of bodies, namely: Touring Car, Tour-about, Roadster, Town Car and Coupe.

I will be at the Ford Exhibit at all times during the show, to meet our customers from Chester County.

I want you to compare the Model "T" Ford with any other car at the show, regardless of price, and you will find it differs from the higher priced cars, only in weight. The light weight is only made possible by the use of the best materials, such as *Ford Vanadium Steel*. The treating of this steel is a Ford secret, which took Ford two years and \$200,000 to work out the formula. It will stand about 40 per cent harder service than any other steel manufactured. Think what it means in the weight of a car. For every pound of excess weight calls for more engine, more gasoline and oil and shorter tire life. Ask one of the many owners of Ford Model "T's" in Chester County, some of whom have owned one of the heavy cars to which I refer. They know.

It will pay you to investigate the Model "T" very thoroughly before buying. The investigation will cost you nothing and if we do not prove what we have said, to your satisfaction, we would not want your order. But if we do prove it, think of the money we will save you, not only in the first cost, but in the up-keep in every way.

Hoping to have the pleasure of meeting you at the show, I am,

Very truly yours,
NORRIS B. SLACK,
West Chester, Pa.

My Ten Commandments

- Rule 1. Don't lie—it wastes my time and yours. I'm sure to catch you in the end, and that's the wrong end.
- Rule 2. Watch your work, not the clock. A long day's work makes a long day short, and a short day's work makes my face long.
- Rule 3. Give me more than I expect, and I'll pay you more than you expect. I can afford to increase your pay if you increase my profits.
- Rule 4. You owe so much to yourself, that you can't afford to owe anybody else. Keep out of debt, or keep out of my shops.
- Rule 5. Dishonesty is never an accident. Good men, like good women, can't see temptation when they meet it.
- Rule 6. Mind your own business, and in time you'll have a business of your own to mind.
- Rule 7. Don't do anything here which hurts your self-respect. The employee who is willing to steal for me is capable of stealing from me.
- Rule 8. It's none of my business what you do at night, but if dissipation affects what you do the next day, and you do half as much as I demand, you'll last half as long as you hoped.
- Rule 9. Don't tell me what I'd like to hear, but what I ought to hear. I don't want a valet to my vanity, but I need one for my dollars.
- Rule 10. Don't kick if I kick—if you're worth while correcting, you're worth while keeping. I don't waste time cutting specks out of rotten apples.



Ford Cars in Taxicab Service in Minneapolis

The low cost and the small upkeep expense make the model T a splendid dividend-paying taxicab proposition. Not only does this apply to large cities but it is particularly the case in small towns where the traffic is apt to be limited. Liverymen in the smaller cities, garage men and others interested in adding to their income

will find it profitable to investigate and purchase one of this type of cars. We have a number of letters relating to the expense and the profits of this car in the hands of owners, and will send copies to those interested. Denis White, of Newark, O., says in one of them that his profits one month were \$259.00 from one car.

Making February Sales

Continued from page 10

ter. Just as one needs an umbrella when it rains, so one needs an automobile when conditions under-foot are bad. The Ford will carry you anywhere you want to go,—either in February or August. Come on with me for a few minutes and I'll prove it.

"There's no fun in an automobile this kind of weather."

Perhaps not, but there's a pile of business in one if it's a Ford. One doesn't mind walking in July, but it's tough in February. Buy it for its business value, and you will be gratified at the pleasure to be derived from it.

"It's too cold to drive." Then it's too cold not to drive, for the Ford owner travels warm and dry, while the street-car patron gets wet and

cold, and the driver of a team half freezes to death.

If one does not fancy a touring car now, buy a coupe with an extra body, and when spring comes swap over.

"I'd like to see anybody drive a car where I have to go."

All right,—name the place and let's go out and try it. If it's passable for man or beast, I'll stake the Ford to travel right along. Will you buy if I prove its ability to cover anything that any known kind of vehicle will run through?

There is this that is sure. You will not make sales as long as you do not consider it possible to do so, or to use the car. Ford dealers must first convert themselves to a belief that the Model "T" can be sold and used in the winter months, and then must keep plugging away for sales, convincing buyers of the soundness of this new doctrine of theirs.

Some Snow

Continued from page 16

No. 3. This is a picture of a Model "T" in Grand Rapids, Mich., taken when the city, according to R. E. Becker, was suffering from the worst snow it had had for twenty-four years.

No. 4. Over in Sherbrooke, Ont., on Christmas Day, a Ford owner, Mr. H. J. Placey, had more relatives to entertain than his Touring Car would hold. Nothing daunted, Mr. Placey hitched a sleigh behind the "T" and so accommodated the crowd.

No. 5. Mr. Ed. Kuempel, of Guttenberg, Iowa, writes that "of all the cars in Guttenberg, the Ford is the only car that would go out in the snow. Talk about snow, we have not received any freight in eight days."

No. 6. "This picture shows a combination autosleigh ride party. We hitched two Ford cars to a sleigh then went joy riding around the town. The snow was five inches deep, and we carried on an average sixteen persons, an estimated weight of twenty-four hundred pounds.

"Here the Ford cars acted in a double capacity. The two cars carried eight heavy persons, heavily dressed, and pulled a sleigh loaded with from six to eight persons.

"There was not a sign of a track. It was necessary for us to break our own road. We sometimes ran into old hard drifts, which threatened to hold us for a while, but we would put on more power, and the little Ford cars would pull through every drift we encountered, and we were not looking for the smooth places.

Yours truly,
W. F. CARLBERG,
Sisseton, S. D."

Our Foreign Position

Continued from page 3

was a disastrous year for practically all foreign makers, compelling them to greatly reduce prices, and put forth extraordinary efforts to secure export trade, the outlook for FORD business in all foreign countries has never been better, and our 1910 trade will show a very large increase. This gratifying condition is due to the high reputation our cars have achieved by their actual performance in these foreign countries, and to the enviable reputation of the Ford Company for its fair and liberal policy, and its ability to make prompt shipment of both cars and parts at the lowest freight and insurance rates.

Mr. Couzens, after having organized the admirable system that enables the FORD factory to produce a perfect car every seven minutes, turned his personal attention to the foreign field. He has made two exhaustive trips, minutely studying conditions abroad, and our foreign policy is dominated by his mastery hand.

The most world-wide traveler today would find FORD cars in every civilized country and even in the remotest parts of the globe. At Paris, Copenhagen, St. Petersburg, Johannesburg, Melbourne and Buenos Ayres he would find FORD taxicabs in the streets. In the little island of Java he would find more than two hundred of our cars. In the Philippine Islands an equal number. In China and Japan he would find FORDS. In far away Mauritius, and Kuala Lumpur he would also find FORD cars.

R. M. LOCKWOOD.



Show Window Xmas Week
Ford Auto and Supply Co., Kansas City, Kan.

Here and There

THE KANSAS CITY, MO., TIMES, of January 12th, has a semi-amusing and exciting account of a trip of a Model "T" down instead of over the 12th Street viaduct of that city. Wm. O'Neil, of the Firestone Tire & Rubber Co., wanted to catch a train. Being in a hurry, he naturally called a Model "T" to his aid. It aided some. The Boulevard drive is over a very fine viaduct on 12th Street. The sides of the ditch or valley that the viaduct crosses are variously reported as having a grade of from 41 to 178 degrees. The street cars go down by a counterbalance scheme, like an elevator in a sky-scraper on lower Broadway, New York. O'Neil and his friend, Keller, mistook the incline for the viaduct and started down. Midway down O'Neil stopped the car to allow Keller to get out and walk—Keller had less faith in the car than did O'Neil. Then O'Neil went the balance of the way.

R. P. RICE—Seattle Rice they call him—the man who is selling more cars than all the rest of the dealers, in the "Gateway to Klondike," has been elected a trustee of the Seattle Trades Association. Ever since the New York-Seattle Race and the hill climb shortly after, Seattle has been very much Fordtown, and this election of Rice is a recognition of this fact. Rah for Rice!

W. W. BARR, Big Timber, Mont., on December 28th, wrote us a letter

that is typically western. Here is a part of it.

"When I got my car, my friends all told me that I had bought a lemon, but the lemon is always full of juice, and none of it ever got away. I ran my car nearly thirty-five hundred miles, and never was detained on the road one minute, and never had a puncture, and my tires today do not show any wear. One of my friends who thought I bought a lemon, bought a ——— about the same time that I got mine. His car has cost him for tires something over three hundred dollars and repairs on his machine have cost him nearly three hundred. That I know, as he showed me the bills. Now he wants to sell his car and buy a lemon. The expense on my car for seven months for repairs was five dollars and thirty cents. Gents, I want to say to you that the Ford Car will go over this mountainous country, and will be standing up and going when the big cars are hung up. That I know, as I have passed a good many in that fix during my travels this summer. I can take my Model "T" Ford Car, and back up my statement."

BERT L. GADDIS, of Weatherford, Okla., says:

"We purchased this car last June and it has been going continually ever since, a total mileage of 8,600 miles, and our expenses have been only for oil and gasoline. The same air in the front tires that was put in at the factory, except pumping up occasionally.

"With the exceptions of cleaning the engine once (which was due to an inferior brand of oil that we got by mistake), we have had no trouble."

THE LONDON BRANCH reports sales of Model "T" cars to Mr. Chas. Callett, manager of the Locomotive Department of the Great Western Railway, an engineer of considerable enviable technical reputation, who is accustomed to buying mechanical equipment on the basis of merit only; also to the Hon. S. O. Buckmaster, K. C., member of Parliament; and to Madame De Navarro, our own Miss Mary Anderson.

Around the World in a Ford Car

Continued from page 7

having all the beggars in the country exposing their various sicknesses and deformities for the money they wanted and didn't get, for my expense account wouldn't stand for it.

At Madras I had a ride in a Ford belonging to an army officer. Hotter than Hades there, but enjoyed it. The roads in the most parts of India are good. Built years ago, and lined both side with beautiful shade trees. You have to get used to knocking down a few natives in India every drive you take, for they use the middle of the streets and roads and are sometimes more stupid than the animals in this country.

Calcutta, the next stop, was a revelation. They don't need street cleaners there. Crows, vultures and a few other birds keep the streets clean. Over a million population and three auto dealers only! The principal occupation there is to take a drive about 4 p. m. to the band concert at the Strand. This I did in a Ford. Any auto owner in India must rivet on his lamps, horns and lock everything loose, as the natives are particularly fond of brass.

I arrived in Bombay the same day as two Model "T"s from our factory. Saw one unloaded and delivered to a Mr. White while there. Bombay is on the sea coast, consequently the atmosphere is a little more appetizing than some of the other parts of India.

From Bombay, I returned to Colombo and was glad to get my last Bubonic plague passport and sail for Suez and Port Said en route to Naples.

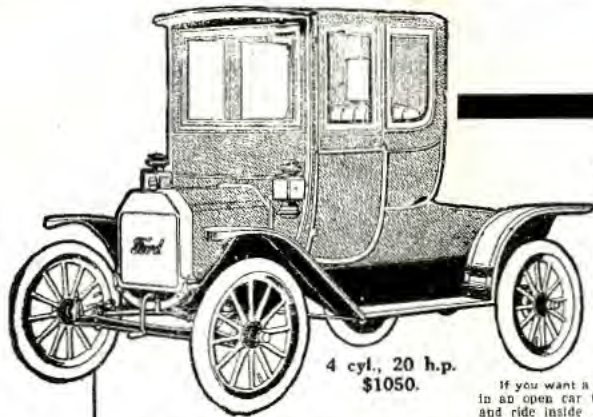
As I was in a hurry to get home hurried through Naples, Rome, Turin and landed in on our Paris Branch. Mr. White kept me busy looking at the sights of Paris by day and night, principally night. I tell you the French manufacturers will have to look out, for our Paris Branch is certainly making them go some. When on the Atlantic several fellows after learning my business said "Why, I saw a Ford in St. Petersburg" or "Moscow" or "Vienna" or "Geneva," etc. They all seem tickled to death to see them. Just like a friend from home. I tell you, when you get away off 15,000 miles, anything from home looks good, especially if it has an American accent.

London was a grand finale. Our new Branch there has been a huge success from the start. It seems a shame to have a beautiful show room like this empty, especially in the middle of winter. Perry says he can't keep anything on the floor and is spending all he expects to make in cables for more cars.

But say, let me tell you, New York looked mighty good after five months, and better still there is a little spot where they say life is worth living and I don't know anybody who appreciated it more than yours truly.



C. C. William of Louisburg, Kansas says this T will saw all the wood 3 men can feed to it.



4 cyl., 20 h.p.
\$1050.

Now is the time to buy an automobile. If one only wanted a car for sunny-Sunday-afternoon pleasure riding it might be all right to save your money for warm weather, if he were sure he could get a car when he wanted it, but the man who expects to get useful service out of the car he buys ought to buy and secure delivery now. Winter has just started—it isn't one-third the way along yet, and if there is one time more than any other that the price of a Ford appreciates, this car it is in these cold, wet, winter months. Any old kind of transportation is all right in June, but in January there is nothing so acceptable as traveling warm, dry and quickly in a Ford.

And here's another point to remember. There are usually three buyers for every car that can be delivered in the Spring;—many an order will be placed in March that cannot be filled before September. It has always been so, and will be worse than ever next year. It's just that fact that makes a profit for the manufacturers of inferior cars. You order a Ford for instance, and failing to get immediate delivery look around only to find it is the same with all the reliable cars. But you have the fever, cannot wait, so you buy anything you can get and are disappointed. Anybody can order an automobile in April—it's the wise man who buys in January.

When this snow starts to melt you will wish you had a Ford.

Coupe \$1050; Touring Car Body \$125; Two Cars for \$1175.

This Is the Car You Want--- Now Is the Time You Want It

The Best Looking Coupe in Detroit.

If you want a Touring Car and don't want to ride in an open car this kind of weather, buy a Coupe and ride inside. In the Spring get a Touring Car body for it, \$125.00 buys the body, two hours labor makes the change, and the Coupe body is laid aside for next Winter. You cannot properly appreciate a Ford automobile until you have tested its 365 days in the year practicability. The men who know by experience are enthusiastic over the operation of this car out of "season."

The worst old "junk heap" will run in June, especially if it is not bought until May,—it's a good car that is run all Winter. Count the Ford cars that pass you today and you will begin to realize that Ford owners do not store their cars in the winter. They may have bought them for warm weather, but they are using them more than ever right now. The next Ford car they buy will be bought in December, or February, or any other winter month in which they decide to get a car.

A prominent and well-to-do manufacturer in this city has a number of relatives scattered around the rural districts—he was born on a farm himself some 40 or 50 miles from the rest of us. About once a week, no matter what the weather or how bad the roads, this manufacturer visits one of these farmer brothers, as much to escape from the worry of business as to visit his relatives, he says, and his Ford Coupe is always ready to take him anywhere. You wouldn't believe us, anyway, if we were to tell you all the truth about the performance of this car—you need to own one to appreciate it.

Then there's a doctor,—one of several score of Detroit physicians who own Ford cars,—who has a large practice in the outskirts of the city. There are no paved streets where he calls. Before he bought his Ford Coupe he never could complete his rounds of visits within decent hours. Now he makes more calls in less time and has more time to give each patient. If you as a doctor want to enlarge your practice and still have more time with your family, there's nothing better than a Ford for the purpose.

When you buy, remember a heavy-weight car makes a light-weight pocket-book, that quality, not quantity, makes strength, and that the low-priced light-weight Ford not only is low in cost, but is low in gasoline consumption, tire demands and repair bills. It will go further for less money than any other car manufactured. Just let that fact sink deep down into your thought reservoir, for if you overlook it now and buy a heavy car you will have little chance to forget it later on.

One more thought; perhaps you want to buy a car but feel you cannot afford it. The inexpensiveness of the Ford will surprise you. It does not require a big bank balance to buy, a large income to keep and a technical education to operate. The average man on an ordinary income can easily afford to own a model "T." When you have time stop in and let us show you.

268 Jefferson Ave. Phone M. 4402.

Ford Motor Company

This Ad Has Been Reduced From a 5 Column by 110 Line Ad