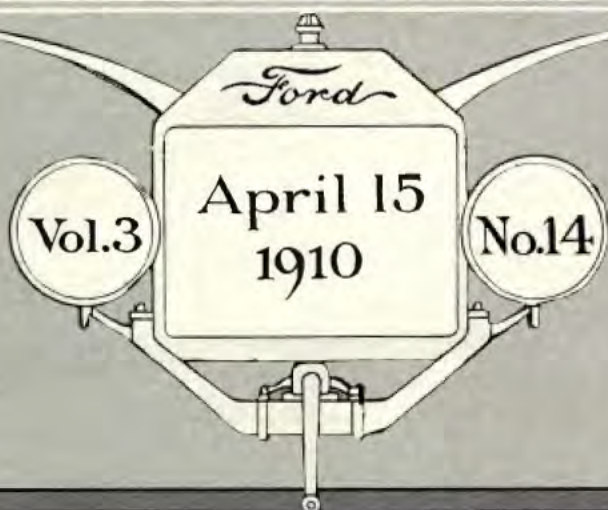


Ford Times



Where and how are you going to spend your summer vacation?
This way isn't so bad.

Let's Go Hunting

Florence, Colo., Nov. 8th, 1909.

Ford Motor Company.

Gentlemen:

Your esteemed letter of the 1st inst. to the Gibbs Jewelry Company, has been handed to me, asking some report upon my last mountain or hunting trip in the Model "T" No. 2116. I note you call especially for the unpleasant features, but as to these I have not any report worth mentioning for the reason that all experiences were real exhilarating; it was about this way:

After dinner, September 29th, Mr. Geo. Columbia, of this city, and myself, with our suit cases and shooting outfits for both heavy and light game, about 100 lbs., left for La Junta, Colorado. The afternoon was fine and the roads good and we just went. We traveled via Pueblo, Nepesta and La Junta, 98½ miles, actual running time 5 hrs. and 20 minutes. Amount of gasoline used 3

gals., water about 3 pints (oiled up at Nepesta).

The next morning we loaded up a full camping outfit on the car and lashed it on securely, about 250 lbs. in weight, and started for the cedars on the South side of the Picket-wire and 62 miles from La Junta, as the machine registered after we arrived. We left La Junta at about 9 a. m. piloted by a "30" car which we had been informed would be a traveler and would leave us far to the rear. Mr. Colt, with his Model "T" made up the rest of the party. At the start the "30" had five passengers, and each of the Models "T" had two passengers and a pretty good outfit each of baggage.

The pilot car proved a frost and we had to run with the brakes and hold-backs almost from the start. On the Picket-wire, 24½ miles from La Junta, we reached a Mexican Plaza, at which point with all three cars we forded the river carrying all our loads through about 2 feet of



What's the use of having bridges

water, but all got through in good form. We went on and after going one and a half miles the real work began; we came to a fierce, stony, steep hill running almost straight up for about ¾ mile. We looked for trouble before getting there and had a man there waiting with a team to give us a lift. We started up Blue-bird, the thirty in the lead, and she soon stuck and the team was hitched on and hauled her up. Then Mr. Colt's car was hauled up, and the two out of the way I did my best to climb as far as possible. I drove quite a distance beyond the point made by either of the two cars, and kept going on until it was so steep that my carburetor would not feed and there I stuck, and the team returned and hauled me up also. After this we started on again and we continued slowly, mending up the pilot car, and putting in a new axle to replace one that ground off, until we were within about 25 miles of camp when we arrived at another fierce, stony hill, running almost straight up again for another one-fourth mile, or thereabout. At the top we then loaded all the baggage and 7 men on the two little Ford

Runabouts. It was then just dusk, we had had nothing to eat all day. We lighted our lamps and started to finish the trip. After going about three miles we came to a Mexican hut where we stopped and partook of a supper consisting principally of a stew of goat's meat and red peppers, and being refreshed we went on, over new roads, and unknown byways, led at times here and there by Mexican guides on horse back, who led us over stony gulches and raw prairie until the location of the camp was pointed out, when we struck out alone over the prairies and arrived all safely in camp about 10 o'clock at night; all in good shape and not a thing out of repair.

The next morning we began our hunt, drove 3 or 4 miles out into the cedars, over the raw prairie with the Fords, and before night Mr. Colt's associate actually shot at a large buck deer while sitting in his car and about 40 yards distant, but the novelty or surprise of the thing either frightened the hunter, or the deer, so much that the shot was not fatal, though we are told the deer was hard hit. We continued our hunt until the morning of the 7th



This was a successful hunt

of October, with the results, which were shown in the photos.

The following day Mr. Columbia and myself finished the outing by returning first to Swink, and from there going out to the lakes for ducks; from there we came back to Rocky Ford, and from there to Ordway where we continued the duck hunt until noon on Sunday, Oct. 10th. We then had dinner at the hotel and about one o'clock in the afternoon we started for Florence again. It rained hard on the evening of the 7th, and in the side trip on the duck hunt, we did some fearful muddling through doby lanes and holes, but we never stuck a single time and always got where we tried to go.

When about a mile from Pueblo my gasoline gave out, in about two minutes a car came along the road and kindly loaned (or rather gave) us about a quart of gas, and with this we went on to Pueblo, and filled up. Loss of time on this account was 10 minutes. We stopped at the garage in Pueblo 15 minutes filling

up, and then were off again, and in an hour and 40 minutes from that time we were home again, at 5:50 p. m. Distance registered from Ordway 89 miles, running time 5 hours. Whole distance traveled on the trip 402 $\frac{3}{4}$ miles, repairs absolutely none.

This in short was the trip and we enjoyed it. I do not know if it will be of interest to you as written, but some of the pictures which might have been taken, but which I know were not, would have been very fine as advertisers.

Yours truly,
G. H. WILKS.

P. S.—My car has made one other trip that was a heavy mountain trip and with a big load on, besides all told I have driven it now over 5,000 miles, and for this part I have the record on tires. Mine are Goodrich, and when I was hardly a mile less than 5,000 I had my first puncture by running a shingle nail into the left front tire. My tires look like they might run 50,000 miles more.

Special

THE general offices, sales and other commercial departments of our Company are still located at the old plant, corner Piquette and Beaubien Streets. Dealers and visitors should first come to the old factory, as no one is permitted to go through the new plant without a card from the main office. Only a portion of the manufacturing offices have been transferred to the Highland Park factory.

The new office building—300x60 ft., two and one-half stories in height, now in process of construction, at Highland Park will be completed.

ready for occupancy sometime this fall, so that this year's business, at least to September 30th, will probably be transacted in the old plant at Piquette and Beaubien Streets.

So please don't make the mistake of taking a long street car ride to Highland Park, and then back to the old factory, but call us up by 'phone, and let us furnish a Ford Model T to bring you out to the right place, and then furnish a guide to take you through the big new plant. You'll need a guide too—if size is any indication that a stranger might go the wrong route.

The Homes of Two of Our New Southwestern Branches



Ford Motor Co.—Houston Branch—H. C. Skinner, Mgr.



Ford Motor Co.—Dallas Branch—B. L. Graves, Mgr.

It is a fact worthy of note that usually the first automobile salesroom in a city is "The Home of the Famous Ford."

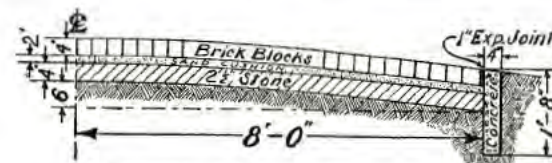
Good Roads: Modern Requirements—An Engineer's View

Extract from paper by H. Tipper, in December 9th *Automobile*.

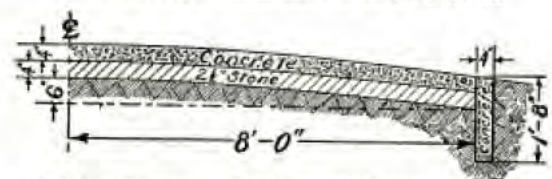
THE result of the investigations of engineers is that the proper surface for the future road will be produced with the incorporation of an elastic material with stone which will eliminate dust and, at the same time, resist the shearing effect produced by the fast-moving automobiles.

Further investigations are necessary to decide the most durable construction of this character, though it has been demonstrated that a most efficient material for this purpose is an asphalt produced in semi-solid form, which can be very economically applied to the road and which will, unquestionably, prevent the dust evil, and, if properly constructed, to a large extent, eliminate the excessive deterioration caused by the high-speed traffic.

To Produce the Best Binder—Much difference of opinion exists at the present time as to the exact qualities which are necessary in the asphaltic material to produce the best binder, and a good many contradictory statements are made on this subject. A very general agreement, however, is shown among engineers as to the necessity for using some character of asphaltic material for the purpose of binding the road. This method of construction naturally involves an extra cost over and above the construction of the ordinary macadam road, and it is on the question of how far it will be possible to go in the expenditure of the extra sums of money on the highways that the decision will rest as to what method of construction will be finally adopted.



HALF SECTION BRICK EXPERIMENTAL ROAD.



HALF SECTION CONCRETE EXPERIMENTAL ROAD.



TYPICAL HALF SECTION BITUMINIZED MACADAM.

At the present time there are practically two methods of construction which are used in this connection, and the relative value of these constructions as a permanent method of surfacing has yet to be decided upon from a point of view of cost and durability. There can be no question, however, that both these methods of construction are a considerable improvement over the ordinary macadam road, and are very much more adapted to the needs both of the automobilist and of the general public.

One of these methods is the pouring of the asphalt material while hot into the broken stone surface of the road, spreading the small screenings on the top and rolling the whole into the broken stone surface until it is all thoroughly bound together.

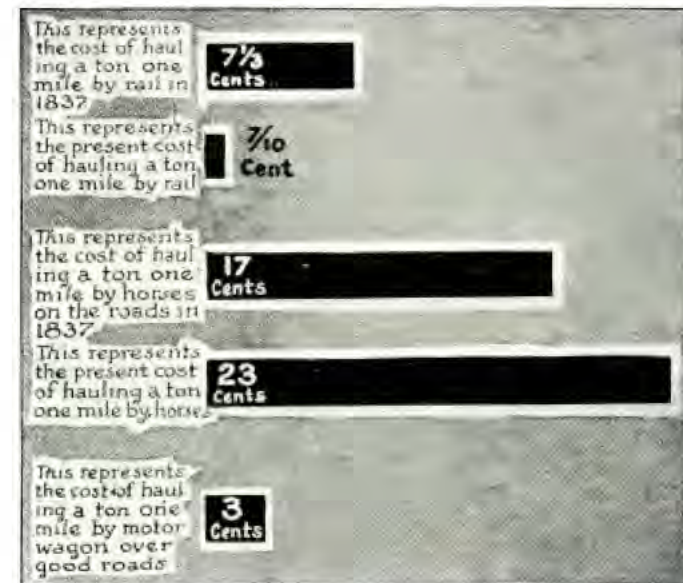
Another method is accomplished by mixing the broken stone and the asphalt together, laying on the road

and then rolling in place with a very heavy roller.

The principal difficulty, and the one which the engineers are busily engaged in attempting to solve, is the best character of asphaltic binder to adopt. There has been so much material of a doubtful character thrown on the market with the rapid extension of the problem and the enormous requirement developed and so many absurd claims are made for materials which have yet to be proved of value, that there is considerable difficulty in deciding upon the best character of material to use.

Complaint in Regard to Oil — A great deal of complaint has been made regarding the use of oil, and much trouble has been experienced by automobilists with the application of this character of oil on the road. The trouble is that oil has been bought without any idea as to its

(Continued on Page 22)



Showing how the cost of hauling on the road has increased while the cost of rail haulage has decreased and the saving that is effected by the motor wagon and good roads. (Motor)

Ford Breaks Auto Sales Record for New York During Week ending April 9th

Below is a list of auto registrations in New York state for the week of April 9. It is most gratifying for us at the Home Office, for the Ford not only leads the list but it is the largest registration of any one car for one week since the beginning of the automobile industry, and exceeds last year's record, which was held by the Ford, by 14. Here's hats off to "Captain" Plantiff and aides, the men who do the work in New York.

FORD	104	Marion	3
Buick	81	Mack	3
Cadillac	76	Northern	3
Maxwell	73	Royal	3
Chalmers	52	Flint	3
Packard	37	Houpt	3
E-M-F	35	Allen-Kingston	2
Peerless	31	Apperson	2
Overland	30	Auburn	2
Reo	27	Cameron	2
Pierce	26	Imperial	2
Oldsmobile	25	Lambert	2
Franklin	24	Rapid	2
Pope-Lines	22	McIntyre	2
Hudson	18	Patterson	2
Hupmobile	17	Waltham-Orient	2
Regal	16	Courier	2
Locomobile	15	Columbia	2
Stevens-Duryea	15	Mercer	2
Thomas	15	Walter	2
Mitchell	14	Acme	1
Stoddard-Dayton	14	Atlas	1
White	12	Chadwick	1
Jackson	12	Cleveland	1
Autocar	11	Gaeth	1
Haynes	11	Herreshoff	1
Brush	10	Interstate	1
Elmore	9	Knox	1
Knox	9	Kissel-Kar	1
Oakland	9	Pennsylvania	1
Simplex	9	Schnacht	1
Stearns	9	Jenkins	1
Winton	9	Cole	1
Chase	8	Omar	1
Jeffery-Rambler	8	Abendroth	1
Studebaker	5	A B C	1
Garford	3	Fuller	1
National	8	Queen-B	1
Pullman	8	Conrad	1
Matheson	7	Demotcar	1
Mora	7	Reliance	1
International	6	Valveless	1
Lozier	6	Parry	1
Rainier	6	Byron	1
Selden	6	Wayne	1
Metz	6	Palmer-Singer	1
Velie	6	Cortland	1
American	5	Morgan	1
Premier	5	Western	1
Stanley	5	Bartelo	1
Cartercar	4	Lansing	1
Reliance	4	Blomstrom	1
Sears Roebuck	4	Empire	1
Owen	4	Nordyke-Marmon	1
Alco	3	Leland-Faulconer	1

The Dope Sheet

The real baseball season has finally opened. Up to date the schedule has shown percentages only of the practice games that were being played to put the men in proper training for the real series—but from now on the real stunts, the home run hits, the daring base running, the dangerous slides, the quick steals, the shouting of the coaches, the encores, roasts and pop bottles from the grand stand—will be the things to keep your eye on to see "who is who" and "what is what" in the three big leagues. Every season uncovers a surprise in baseball. Last year's marvels are forgotten by the sudden oncoming of a 1910 wonder. It's a Cobb or a Meade one year, and a Bescher or a Doyle the next.

There isn't a cinch bet right now, though, on this entire schedule. If anybody on the list, or on the outside, wants to play "bookmaker" and place odds, we will arrange to handle the money and issue tickets. There may be some even money bets—and there may be some awful long shots, but we don't believe at this time anybody can pick the finishers Sept. 30th in one, two, three order for the three leagues. If you think you can, send in your selections so the editor can tab them up and give a leather

medal to the right guesser.

From now on, placing the players is not going to be an easy matter. Present indications are that everybody in the game will slide in with enough orders to bring their per cent up to 100 by comparison with estimates. Territory, population and other conditions may then have to be given due consideration by the official scorers in tabulating positions. Some of those inactive winter players are recovering from the charter-horse, and with bright, warm weather promise to show some of the twelve months' fellows that winter resting really helps some for a strenuous spring campaign. Don't be afraid to buy a ticket on yourself if you believe you will finish in the money, by being one, two, three or four. Fill out the attached coupon in the order of your guess, sign it, and mail to the editor. Coach Ryan has several bets with others in the Home Office that Denver will beat out both Detroit and Omaha. Kansas City, Chicago, New York and Minneapolis are even money bets any way you look at them, with a slight percentage in favor of the Minneapolis crowd. Boston's logical position is fourth, and Fay is willing to smoke on anybody who thinks other-



The owner of a model T touring car has the chance to get away from the city and

wise. Quiet, unassuming Cleveland, captained by Lajoie Coate, opened up the season with two overtime games, and under-the-hat, advised the coaches to keep an eye on some of the plays they expected to pull off.

Connie Block, over in Philadelphia, has a hunch that a pennant is more than likely to be unfurled over in the

Quaker-town than some other spots on the map. And so the game goes on. We want every dealer, sub-dealer, limited dealer, branch manager, office boy and other employes to use a coupon and make a guess. The season is just starting, so don't be afraid, but fill out the coupon and mail to the Editor.

To the Editor: _____ *Date* _____ 1910

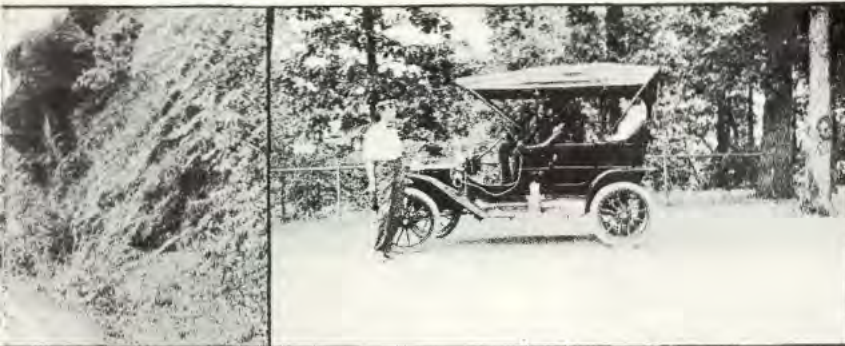
MY GUESS ON THE POSITION FOR THE FIRST FOUR CITIES IN THE THREE DIFFERENT CLUBS AS AT SEPTEMBER 30TH. 1910. IS AS FOLLOWS:

FINISH 9-30.	AMERICAN	NATIONAL	UNIVERSAL
1			
2			
3			
4			

Signed _____

Address _____

Remarks: _____



into any part of the country. It's an ideal car for vacation or week end trips,

Official League Standing of Ford Branches and Larger Dealers

April 15th 1910



GRAND STAND



CATCHER

2nd

London
Detroit
Grand Rapids



BATTER

1st

San Francisco
Atlanta
Des Moines

UMPIRE



1st
San Francisco
Atlanta
Des Moines

COACH



COACH



1ST BASE

4th
Cleveland
Washington
Carroll



3RD BASE

6th
Buffalo
Rochester
Louisville

3rd
Chicago
Toledo
Memphis



PITCHER



SHORT STOP

7th
St. Louis
Baltimore
Oklahoma

Baltimore
Oklahoma

5th

Philadelphia
Omaha
Newark



2ND BASE

8th

Boston
Providence
Milwaukee



RIGHT FIELD

10th

New York
Indianapolis
Houston



LEFT FIELD

9th

Minneapolis
New Orleans
Eagle Grove



CENTER FIELD

SCORE BOARD

POSITION		AMERICAN	NATIONAL	UNIVERSAL
1 ST	BATTER	San Francisco	Atlanta	Des Moines
2 ND	CATCHER	London	Detroit	Grand Rapids
3 ^D	PITCHER	Chicago	Toledo	Memphis
4 TH	1 ST BASE	Cleveland	Washington	Carroll
5 TH	2 ND BASE	Philadelphia	Omaha	Newark
6 TH	3 RD BASE	Buffalo	Rochester	Louisville
7 TH	SHORT STOP	St. Louis	Baltimore	Oklahoma
8 TH	RIGHT FIELD	Boston	Providence	Milwaukee
9 TH	CENTER FIELD	Minneapolis	New Orleans	Eagle Grove
10 TH	LEFT FIELD	New York	Indianapolis	Houston
11 TH	ON BENCH	Pittsburg	Denver	Portland
12 TH	" "	Seattle	Cincinnati	Wichita
13 TH	" "	Kansas City	Dallas	Dayton
14 TH	" "	Brooklyn	Hartford	Jacksonville

Steels Used in Automobiles

Wonderful stimulus has been given the metallurgy of special steels by the demand of automobile construction and constructors. The extent of this demand, and the ready response of the steel makers, together with some notes of the resulting product, were all given space in an English article on this subject which appeared some months ago.

Vanadium Steel

Chrome-vanadium steel in a profusion of types has of late attracted the attention of automobile engineers. The chrome-vanadium alloys are preferably made in the crucible or electric furnace, although the open-hearth process is also much used for the purpose.

The open-hearth process, I believe, is somewhat uncertain, and while, for example, an open-hearth chrome-vanadium spring steel may be better than plain carbon-crucible spring, it is not to be compared with genuine crucible chrome-vanadium steel when properly melted. For excellent quality, this product constitutes the highest attainment of the steelmaker's art.

You get it in the Model "T"

These alloys are in general made in a high carbon type, suitable for oil-hardened gears and springs, and in several low carbon types, such as a case-hardening type for gears and a type suitable for oil quenching, followed by annealing for axles, shafts and steering knuckles.

By judicious blending of chromium and vanadium and adjustment of the manganese and carbon one cannot only obtain all static properties that can be obtained from nickel, chrome nickel or silico-manganese alloys, but in addition obtain dynamic or anti-fatigue qualities far in excess of those displayed by any other alloys.

From a wide experience with all types of alloys, it is my opinion that where a better material than the best nickel steel is needed, and especially when dynamic excellence is sought, the appropriate types of vanadium-chrome steels may be unreservedly commended. They forge well and machine more readily than chrome-nickel steels of corresponding carbon percentages.

Vanadium Steel possesses power to resist vibration.

Tungsten Steel of special analysis is universally used for making magneto magnets. All statements and opinions to the contrary notwithstanding, the magnet steel now made in this country is rarely equaled in quality by foreign products. If foreign magnetos are superior to domestic ones it is because of their mechanical construction, and not because they possess, in general, better magnets.

The Model "T" magnets are made of Heat Treated Tungsten Steel.

The best alloys are none too good for automobile construction. When one has secured the best the market affords, the first step only has been taken to produce good parts. Next comes the forging and machining and the heat treatment, for better or worse.

We have the best equipped heat treating plant in the Automobile industry.

And all the newest and finest testing apparatus.

Ridiculously small. A quarter of a Million dollars approximately what the heat treating plant and the testing laboratory of the Ford plant cost.

Ask Chief Engineer Willis to show you all these and other apparatus when next you visit the factory.

Do you wonder at the strength of the Model "T" Ford, when we have such an equipment for insuring the best steel.

It is money wasted to buy good alloys unless one is willing to study them sufficiently to know how to treat them and then to supply adequate facilities for so doing.

It is not to be expected that small users will install complete testing laboratories, but a few pounds invested in having occasional tests made will be well spent.

There are, however, many large concerns that could, and should, spend, say, \$5,000 for which it is believed the whole, or a large part, of the following equipment could be obtained: An (ordinary) tensile machine, a microscope, electrical or gas furnaces capable of fine regulation, and a good pyrometer, preferable self-recording. The tensile machine can also be used for making Brinell hardness tests, spring-deflection tests, etc.

In addition to these, some form of drop-testing machine; a vibratory or repetitive impact test is nowadays considered a necessity; while cold-bending and torsion apparatus is useful. This equipment will be of small use unless a careful, conscientious man of sound judgment be put in charge.

Heat-treatment operations depend upon a solid scientific basis. By this I do not mean that steel essentially of inferior quality should be made to pass muster by heat treatment. On the other hand, however, it might be said that alloy steel in its so-called natural state, as it comes from the rolls, hammer or drop forge, is almost unfit for motor chassis construction.

POSTAL TELEGRAPH COMMERCIAL CABLES NIGHT LETTERGRAM

The Postal Telegraph-Cable Company (Incorporated) transmits and delivers this night lettergram subject to the terms and conditions printed on the back of this blank.

CLARENCE H. MACKAY, PRESIDENT.

RECEIVED AT

751 CH NY 1155pm 33 night letter
Los Angeles Calif Apr 9, 10
Ford Motor Co

Detroit (WHERE ANY REPLY SHOULD BE SENT)

Ford model T won ten mile handicap on new motordrome track beating the big Stoddard Dayton, Barney Oldfields six cylinder Knox, The Apperson Jack Rabbit, big Buick, Issota, Marmon, Cole and Great Western.

Standard Motor Car Co



Pocatello, Idaho is a town of 7500 inhabitants, but the picture shows 8 Model T cars and one Model S sold by A. B. Bean Hardware Co. Pocatello is on the N. Y., Seattle route and the roads are either mountainous or sandy. Perhaps that's the why of the Ford popularity.

Personal Mention

Since the last issue of Ford Times we have had visits from Messrs. Hendy of Denver, Fay of Boston, Huie of Atlanta, Gifford and Van Patten of Cleveland, and Partridge of Boston. All of this crowd were wonderfully impressed with the New Factory and what is being done to increase our production beyond 150 cars a day. We'll get over that mark before long now.

Mr. Northway, of Rochester, New York, was here last week, trying to double up his estimates for Model T's. "T. J." is handling Fords exclusively this year—lucky fellow. He usually figures the production dope about right, and signs up each year for the line that not only is the best seller, but can also be delivered. Northway and Ford are synonymous in Rochester territory. You ought to see the fancy lead pencils he furnishes to Ford buyers—they are certainly great advertising.

William Warnock, from Sioux City, spent a day at the factory last week. His visit was made for the express purpose of obtaining about three times as many Model T's for April as his contract estimates called for, although after taking a trip to our Highland Park plant, he agreed "that everything he saw indicated a possible production big enough to satisfy all demands."

Mr. Hickman, senior member of the firm of Hickman-Lauson & Diener Co. of Milwaukee, those Ford dealers who have made Model T's as common as wagons in Wisconsin territory, spent a day at the factory this week. He wanted only a few hundred extra T's, if we could squeeze them through for him, that's all. Would take a trainload of 90 if we would ship them. That's going some—when most of the other fellows are working their heads off for orders.

To Ensure Bona Fides of Stock Cars

IF THE PLAN of Windsor T. White, president of The White Company, were followed, would racing be so popular, think you, among certain manufacturers? This is his plan:

"I think no one will dispute the statement that there has been much ground for dissatisfaction with and distrust of the stock car racing situation. The examination of contesting cars at race meets is necessarily of the most superficial character and generally nothing more than that the cylinders are of the proper dimensions and that the general arrangement of parts is the same as in the stock model. Such an examination cannot reveal, for example, whether or not the racing car has a chrome-nickel steel crank-shaft (when real stock cars of the same make use only common machine steel), or whether or not there has been a similar substitution of materials throughout.

"The public has had ample reason to be suspicious. For example, they have not understood why it is necessary for a 'stock' car which completed one week in New York to be rushed by express to compete in Minneapolis or New Orleans the next. The ordinary citizen would imagine that any car in Minneapolis or New Orleans would fully size up to the true capabilities of the stock car and could be used.

"With this unsatisfactory situation confronting automobile racing, why should we not avail ourselves of the experience of a much older line of sport—namely, horse racing, wherein various protective measures have been devised for safe-guarding the interests of the public as well as of contests. I refer particularly to the regulations covering what are known as selling races. I believe that these regulations could be applied with advantage to all stock car racing in this country, with the result that any car entering a stock car race could be claimed by any other contestant in the race on payment of the list-price of the car.

"By the enactment of such an amendment to the automobile racing rules, motor racing in this country would receive a tremendous boom. There are many manufacturers and agents who would be very willing to engage in various kinds of speed contests if they were assured that they would be confined to stock models. But, at present, they feel that the cars which are being sent first to one city and then to another to engage in race meets are not bona fide stock cars. Under the proposed rule, any maker who engaged in a race, and who suspected that one of the cars contesting against him was not a stock model, could simply bid it in at the list-price and could quickly assure himself whether or not such was the case. With this regulation enforced, the practice of building especially constructed cars for racing would be discouraged, there would be many more cars entering races and the public and the industry at large would benefit largely from the new conditions."

Closing the Sale

N. A. HAWKINS

RETAIL Automobile Salesmen are all fully aware of the fact that "closing the sale" often times presents various and complex difficulties, which, if not handled in a prompt and judicious manner, will ruin all chances you might formerly have had of securing the order. There is great importance, therefore, in properly handling the closing part of a sale.

Mr. Sheldon, of the Sheldon School for Salesmanship, justly claims "that there are four (4) distinct steps to be covered before any sale can be closed, viz: first, secure and hold the attention of the prospect; second, arouse his interest; third, create the desire; fourth, govern his final decision."

If we carry the prospect over the first three stages successfully, let us be very careful lest the good work up to this point comes to naught through any bungling at the final end of the transaction. Don't talk the prospect up to the point of closing and then not ask for the money, but keep on talking until he has passed the place for check signing. Endeavor right from the time you first meet the prospect to hold the initiative and not hesitate or allow any lagging as the final closing begins to shape itself. The salesman who hesitates and is afraid to take the initiative in the closing of an order for fear of offending or losing the prospect by too persistent tactics is certainly not cut out for the automobile business. Good judgment should be exercised in reaching for the Retail Order and Agreement and the Fountain Pen at the psychological moment.

Many a sale has been lost—not so much because of the car, but because of the man who talked it. Every buyer is different; study your prospects. If they are mechanically inclined, talk the advantageous mechanical features of the car; if they are just average buyers, without technical knowledge, don't dig too deep into the details of construction—don't talk combustion, explosions, gas mixture, gasoline, etc.—it might scare a prospect into believing it was unsafe to even light a cigar while in the machine.

Tom Doyle says: "There are only two things to say in selling Model 'T's'; first, it's the best car in the world and, second, when do you want it?"

After a salesman, who is just beginning, has closed a few sales, he begins to have confidence in his ability to close the prospect and from that time forward the pathway to final selling success is more or less easy.

Ye Times Editor—whose health lately has not been of the best—is taking a trip through that good old state, Kentucky. From the letters he is writing home it is evident he isn't loafing much, but rather is jumping around considerably calling on the Ford Dealers and looking over the open spots for live wires to take on the T line. Here's hoping his month's vacation in Kentucky will put him in as good shape as did the Seattle race—and also that the line down there for Ford will be bettered and strengthened about fifty per cent. by Mr. Harper's handling of the dealers.

Here and There



There is always room for one more—How would you like to join this party in their little outing trip.

Through the courtesy of Mr. A. E. Davenport, Ford dealer in North Adams, Mass., we are showing the above photograph of a Model T with its load of happiness; also the picture on the front cover showing a party touring the beautiful lake district of Massachusetts. The Model T is noted for its ease in operation, for it can be run with as much ease by a lady as she would run an electric machine.

The latter part of last month Mr. Mack Duggan of Sandersville, Ga., made the trip from his home town to Atlanta to secure his allotment of Model T cars which he drove back to Sandersville. We quote from a letter received by Mr. Huie from Mr. Duggan, the first paragraph of which is unique in its originality.

"I arrived home safely with my party about eight o'clock last night with the three automobiles, made the trip without any accident or trouble whatever, and I have one suggestion to make regarding the improvement of your next Model, that is, to leave off the low gear entirely, as none of my party had any occasion to use the low gear during the run."

The following telegram just received from E. Roger Stearns, manager of the Standard Motor Car Co. of Los Angeles, Cal., shows the Model T to be at it again, proving its goodness over cars twice its size and weight:—

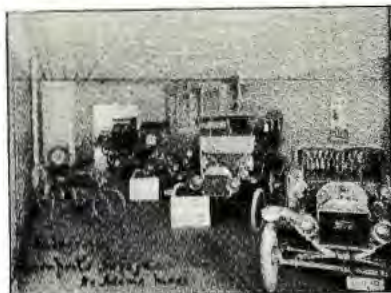
"Los Angeles, California.
"Ford Model T won ten mile handicap on new Motordrome Track, beating the big Stoddard-Dayton, Barney Oldfield's six cylinder Knox, the Apperson Jack Rabbit, big Buick, Issota, Marmon, Cole and Great Western.

STANDARD MOTOR CAR CO."

When you realize that such cars as Oldfield's six cylinder Knox, the Apperson Jack Rabbit and the big Issota car were amongst those defeated, you can see that it is quite a boost for Ford quality and endurance, and if Ford should again go into racing the T pennant would be out in front, all right.

Here's one from the Ford Auto Company of Richmond, Va., which goes to prove the low cost of upkeep to the owner of a Ford Model T.

"Last week we had the pleasure of a visit from Dr. J. H. Warnock, Spring Garden, Va. He purchased his car in Richmond a year ago through an agent of the Ford Auto Co. He drove it home, 140 miles, and has covered over 5,000 miles in it. He has never changed a spark plug or cleaned the carbon out of



Salesroom of Davenport Garage North Adams, Mass.

cylinders. His total repair bill for the year was forty-five cents, which went to a blacksmith. This must be almost a world's record."

If you are looking for testimonials regarding the power of the Model T engine, why just read these two letters. This one from Mr. P. N. Trask, of Silver Creek, N. Y., after he had run his car home from the Buffalo Branch:—

"Have just arrived home with the Ford Car purchased of you this afternoon, and I cannot express sufficiently my satisfaction in the way the car ran. It shows more power than it is possible to control, and there was no hill which was not made on high speed. In the case of the long hill just before entering Silver Creek, it was necessary to nearly stop on account of a team. After passing, the engine was thrown into high gear again, and over three-fourths or the remainder of the hill was covered with a gain in speed at every revolution.

"This far exceeds my highest expectations, and in conclusion I can say it would be hard to estimate my satisfaction fully."

Number two from G. L. Adams, Paragould, Ark.:—

"Touring Car (Model T) No. 16203 arrived this a. m., sold to H. Highfill. Oiled her up, and ran five miles within forty-five minutes after unloaded; acted fine; had to stop once on middle of one of the hardest hills here to let team by; started on low speed, put her on high, and went up hill just the same as if it



The model T chassis fitted with a delivery body.

were not there; 756 pounds of passengers, Mr. Highfill is more than pleased."

Who said it was a Ford? The above photograph sent us by Mr. Fred M. Smith, Ford Dealer in Pittsfield, Mass., shows the Model T used as a light commercial vehicle. The chassis is that of the regular Model T, while the body is the light delivery type. The car is doing the work of three horses at about half the expense of a one-horse rig, and has been in use all winter long through all sorts of weather. The delivery body can be taken off, and the touring body put in place, and the car is ready for a pleasure trip in twenty minutes.

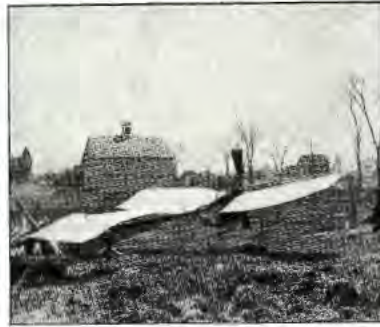
Ford cars advertise themselves. Give them the chance to get out into the muddy roads or on the steep hills, and they will prove the worth of Ford quality to the buyer. This man let the Model T show him with the result that he came back and bought a second car. Sam'l Hill Hardware Company writes as follows:

"On July 13th, 1909, we sold a Model T Town Car to John Masling for livery. The car has been run through mud and snow all winter, and has given such good satisfaction that on Mar. 12th, 1910, we sold him a Model T Touring Car to be used for hire in running from town to the different mines in the surrounding country."



The Garage and Salesroom of the Oklahoma Motor Car Co., Ford dealers in Oklahoma City.

Model N Ford Engine in Aeroplane



The above photographs show the latest achievement of one of our Boston owners. This machine actually flew—made several successful flights. Notice how the builder cut the radiator in two and used a half an each side

Good Roads: Modern Requirements—An Engineers View

(Continued from page 7)

suitability for the purpose and much material of a practically useless character has been dumped on the market merely because it was cheap. This application of cheap oil, to the detriment of the users of the road and those who live near it, will undoubtedly continue for some times until the authorities become much better educated as to the requirements imposed by the conditions of traffic.

It should be remembered, however, that an oil of the proper character, properly laid, is a very efficient dust layer, and when trouble is experienced in this direction it can very usually be traced to the poor character of the oil and, not infrequently, to the poor method of application.

Surfacing an Asphaltic Binder—The same criticism applies to the method of surfacing with an asphaltic binder, and the principal investigation to be carried on is in the di-

rection of standardizing the material and the method of construction so that something of the same general result can be obtained.

As to the greater cost of roads built with the new method of construction, the additional cost for the method usually adopted in the Eastern States runs from \$1,500 to \$2,000 per mile on a 15-foot road. The maintenance charge, however, on ordinary macadam roads, where there is much automobile traffic, is so heavy—amounting to from \$700 to \$1,200 per mile per year, according to conditions—that the extra cost of the new method is frequently less than two, and usually less than three, years of the maintenance expense required for ordinary macadam roads, and, at the same time, the road is free from dust and suitable for the traffic.

The indications are that the road of the future will be a stone road with a practically smooth surface, the surface course being built with an elastic binder, and that the dust evil, will, within a few years, be a thing of the past.

If You Want to Keep Young

Hold young thoughts persistently.

Avoid fear in all its varied forms of expression.

Simply refuse to grow old by counting your years or anticipating old age.

Don't allow yourself to think, on your birthday, that you are a year older.

Avoid excesses of all kinds; they are injurious. The long life must be a temperate, regular one.

Keep mental cobwebs, dust and brain ashes brushed off by frequent trips to the country.

Never look on the dark side; take sunny views of everything; a sunny thought drives away the shadows.

Cultivate the spirit of contentment; all discontent and dissatisfaction bring age-furrows prematurely to the face.

Keep your mind young by fresh, vigorous thinking, and your heart sound by cultivating a cheerful, optimistic disposition.

Don't live to eat, but eat to live. Many of our ills are due to overeating, to eating the wrong things, and to irregular eating.

Don't be too ambitious; the canker of an over-vaulting ambition has eaten up the happiness of many a life.

Keep busy; idleness is a great friend of age, but an enemy of youth. Regular employment and mental occupation are marvelous youth preservers.

Pure air, both indoors and outdoors, is absolutely essential to health and longevity. Never allow yourself to remain in a poisoned or vitiated atmosphere.

Don't let anything interfere with your regular hours of work and rest, but get plenty of sleep, especially before midnight.

Refuse to allow the mind to stiffen the muscles by the suggestion of age limitations. Age is a mental state, brought about by mental conviction. You are only as old as you feel.

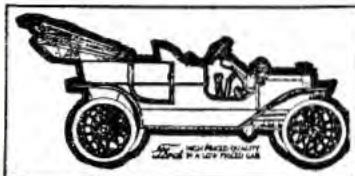
Avoid anger, discord, hurry or anything else that exhausts vitality or over stimulates; whatever frets, worries or robs you of peace or sleep will make you prematurely old.

A THOUSAND DOLLAR CAR

IN STRONG COMPETITION WITH EVERYTHING UP TO \$6,000.00

J. W. Farmer of Coats, Kansas, who is in all probability the most extensive auto livery-man in the state, says:

"I have driven eight different kinds of cars in my livery, but give me a Ford. The Model T is the nicest car to handle, regardless of price. My 12-year-old son drives in livery work over all kinds of roads day and night.



"Its light weight is its strong point with me, and if another pound was necessary I should have found it out in my heavy livery business.

"Have driven Ford cars over sixty thousand miles, and have never had a break down or been pulled in."

Mr. Farmer estimates that a tire guaranteed for 3,500 miles ordinary wear is good for about 10,000 miles on a Ford.

Two things make a man say the Ford is too light—one is ignorance, and the other is prejudice. The Ford car is in strong competition with every car manufactured, hence the prejudice. Many people believe what is told them by people so prejudiced, hence the ignorance.

ASK THE MAN WHO OWNS ONE FOR REAL INFORMATION

THE JONES AUTOMOBILE EXCHANGE

122 NORTH MARKET STREET