

Ford Times

VOL. III

MAY 1 1910

Nº 15



Maintaining an Attractive Salesroom



THOS. J. HAY
Manager of Chicago Branch

DEALERS in automobiles are realizing now, more than ever, the necessity of keeping their salesroom in an attractive manner. A new, well-finished automobile deserves surroundings in keeping with its own appearance, and a stock of new cars, when displayed in an attractive showroom, are a great aid to the salesman in closing a sale. A dealer should take particular pains in seeing that all of the little details that go to make up a first-class establishment receive his careful attention, not only when he moves into a new building, but if he is occupying undesirable quarters, he should establish a standard of cleanliness and insist upon his various employes maintaining that standard, so that under any and all conditions his establishment is well kept.

One of the most essential features in connection with a well-ordered showroom is that it be decorated at least once a year, the front painted and the inside finish gone over. Particular attention should be given to the kind of floor, as the ordinary wood floor, unless covered or of hard wood, is not at all suitable for automobile display purposes. The best floor, in the opinion of the writer, is a floor made of white tile. Flat pans should be kept under all the cars in the showroom to prevent the liability of oil dripping on the floor.

The lighting effect, both for day-

light and after night, should be given consideration, and ample lights installed, so that the high finish given the modern automobile will be displayed to the best advantage. Concealed lights with proper reflectors have proven their worth in many stores. Carpet or rugs of bright hue relieve the bareness of the floor, and show cars occupying floor room space should be kept carefully washed and dusted, the car floor mats clean of dirt or mud spots, and all brass work thoroughly polished.

Many a good showroom is spoiled by lack of attention to the windows. Dirty windows are an indication usually of cobwebs on the brain of the proprietor. The windows should be cleaned at least three times a week. Ordinary advertising matter should be kept out of the windows, and cars so placed that passersby will be attracted to look at them. Price cards, giving complete information and gotten up by competent sign writers, should give the price, equipment and pertinent information concerning the car. Catalogues and other booklets should be kept handy, so that they can be easily handed to the visitor before he leaves the establishment. Good use can be made of curtains to the windows and proper signs on the show windows are always attractive and usually necessary.

The furniture of the showroom should provide desks for the salesmen and settees or chairs conveniently placed for customers who are waiting for their cars or who accompany others interested. For special occasions an outfit of flags should be provided so that they can be rapidly and quickly installed, and the up-to-date business man will recognize holidays and other special occasions by displaying these decorations. A few Bay trees, palms or flowering plants can be used to very good advantage on the occasion of openings or other occasions when it is desirable to give visitors the im-

pression that something unusual is taking place.

One of the greatest assistants in making sales is a chassis so arranged as to enable the salesman to explain the working parts of the car to the prospective purchaser. It would be of great value if this chassis could be connected up so as to show the actual operation of the various moving parts, clutches, etc. Automobile buyers are beginning to appreciate more and more the various mechanical features embodied in the construction of a FORD Car, but a great many of them, while they are told that there is a magneto in the engine, have but a vague idea of what is meant by this statement, and to have a chassis fully illustrating not only the magneto, but the detachable head, the oiling system, the method of firing the spark plugs, the virtue of the three point suspension on the rear system, and the numerous other points of construction is to educate the customer in half to three-quarters of an hour more fully than it would be possible to have him understand in any number of hours of oral description. The average American citizen is always interested in a mechanical proposition of any kind, and to have something of this sort on exhibition to show him is to have an added attraction in your showroom that will hold his interest.

The Ford Factory spends thousands of dollars perfecting certain mechanical features, and the dealer can afford to spend a few hundred to properly display and explain these features in an understandable manner to the prospective buyer, and unless these features—these valuable points, are thoroughly explained to the prospect, he cannot understand our claims for superiority in a number of directions, whereas without a working illustration the claims are given only the same credit as those that he will probably hear in every automobile establishment, so to make the claim and prove it before his eyes is undoubtedly most convincing.

The vital features of any automobile are those which in a great many

instances receive the least attention from the salesman, and sometimes practically no attention whatever from the purchaser. I refer particularly to the engine and the various mechanical features of the chassis. By far too many cars are bought on account of the color of the paint, the lines of the body or the quality of the upholstering, or the "luxurious comforts" afforded, and regardless of how good these articles may be or how attractive they appear, an automobile is worthless when the power plant is imperfect. A car must by its power "take you out" and "bring you back."

Therefore, the writer's advice to all Ford dealers would be to remove the body from a chassis and show the prospective purchaser just what he gets when he buys a Ford Model T. It is a very simple matter to do this, and if the amount of business transacted through the dealer is of any volume whatever, he will find that he will be amply repaid for his trouble and investment. This was demonstrated at the Chicago Branch during the time that we had a moving chassis on exhibition. A few people would be examining the finished cars, while it was almost impossible to get close enough to the chassis during the busy hours of the day to properly examine it.

Not all the attractiveness of a showroom is due to the fittings of the room, the furniture or decorating of the room itself. The cars on exhibition should be the latest types, and should also be frequently rearranged, both as to Models and floor space, so give the customer the opinion at least that your stock is constantly changing and moving fast. If the tops are kept down, they should be provided with covers and the porter should be given instructions to keep the automobile just as clean as any other class of goods you will find in any first-class establishment doing a retail business. All evidences of grease or dirt should be removed and the showroom should be devoted exclusively to new cars kept at all times in the very best condition.

Development of Pressed Steel

JOHN R. LEE, President of John R. Keim Mills

THE early use of iron has been traced to 2300 B. C. It was smelted in small quantities, and the method of heating and reheating made it possible to burn out the impurities that might exist in the ore and produce a uniform metal.

The introduction of coke as fuel, about the year 1730 A. D., increased the possibilities of fusing sulphur into the steel so made.

The rapid conversion of iron ore into steel of finished product, without cooling, as put into practice by Sir Henry Bessemer, about 1856 A. D., did not subject the metal in its

molten state to heat for sufficient duration to eliminate the impurities that existed in the ore, but made it possible to produce a commercial steel at such a normal cost that the use of that product increased so rapidly and its demand was so far in excess of the supply that the matter of the finer qualities of steel was a secondary consideration, and the earlier principles of steel and iron making, in which charcoal was used for fuel, became less active.

The proper working of steel, either hot or cold, refines and greatly benefits the steel. The proper heating

and cooling has a similar effect. The Bessemer process does not subject steel to these conditions, as it is often converted into finished product from the initial heat.

As the demand increased for a finer quality of steel, the open hearth process of smelting with gas instead of coke and subjecting the metal to a longer duration of heat, thereby burning out the impurities, developed to such an extent that steel can now be obtained with impurities wholly eliminated.

With these developments in steel making, the methods of working have increased, so that bars, rods, and sheets are now produced which have been worked and reworked, thus

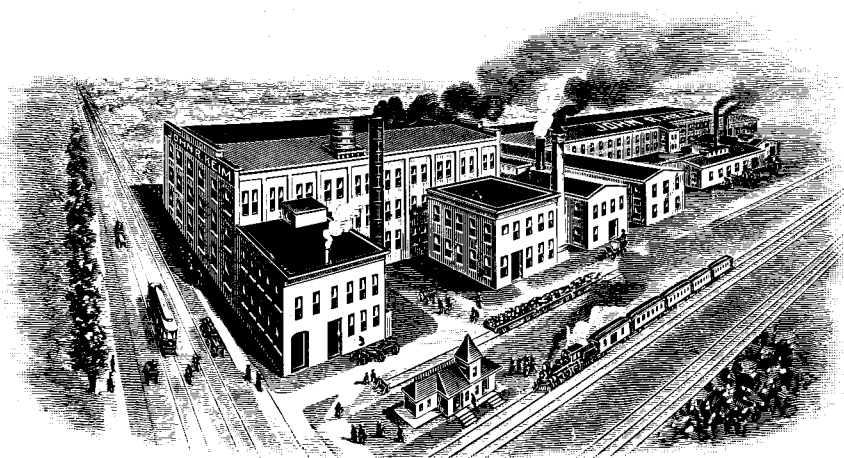
making steel very uniform in quality and the strength greatly increased.

The method known as the "cold-drawing" process shows the greatest benefit from such working. The strength of the steel is increased 30 per cent to 40 per cent from what it was when originally cast.

The shaping of steel for various commercial purposes as done by the cold drawn process at The Keim Mills, Buffalo, is the newer one as compared with castings and forgings.

In both foundry and forge shop the steel is worked and the finished article is produced while the metal is hot, the heated or molten steel thus lending itself to the easier manipulation.

Ed. Note.—It will be recalled that the John R. Keim mills was recently purchased by the Ford Motor Co., this giving us the only plant in the world now equipped to manufacture parts like the T rear axle and lower crank case housing.



Bird's Eye View of the John R. Keim Mills, Buffalo.

Interior View of John R. Keim Mills



Looking through Press Room—Various Model T parts in operation

The development of drawn steel work to its present state of efficiency has been due quite as much to the strides made in the manufacture of good steel, free from impurities and containing desirable elements in correct proportions, as to clever workmanship in the making of tools to work it.

The finished material is received at the works in sheet or strip form. These sheets or strips are placed between shearing dies and punches, which cut out flat an outlined shape of regular or irregular contour, as the case may be, and these pieces, so-called "blanks," are then passed through successive drawing operations.

For example, sheets of steel for the transmission cases or housings are received from the mills and sheared or cut into "blanks." The "blank" is then passed over a die and held in place while a punch presses or draws it, flowing the metal as far as is practical without in any way fracturing the structure of the steel. After this first operation, which simply roughly outlines the form without giving it its depth and merely suggesting finished shape, the steel is rested and made ready for successive operations by relieving the strain that has been put upon it. This is accomplished by an annealing process—heating in furnaces

After thoroughly cooled it is fur-

ther pressed, and the successive pressing and annealing operations are employed many times before, as in this instance, the finished parts are complete according to specified dimensions, size and form required for its function as an assembled component.

Drawing the metal slowly through the dies has a refining and condensing tendency and produces a condition of ultimate strength and fineness not obtained by any other process evolved to date.

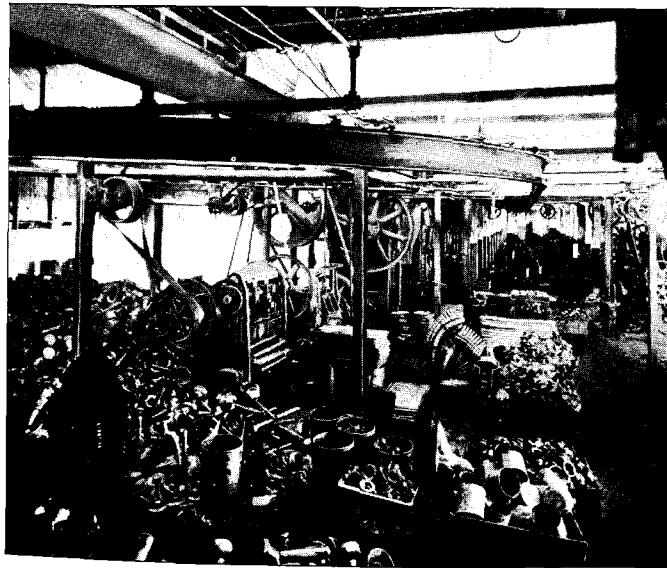
In the nature of a homely illustration, cold pressing does for steel articles in fitting of them for their final functions what the training of mind and muscle in combination is

able to accomplish against brute force and weight.

The character of the raw material used and the processes by which it is manufactured produces a completed article finished for use, i. e., requiring, in ordinary cases, no great amount of machining, fitting or truing, etc., as is the case with castings or forgings.

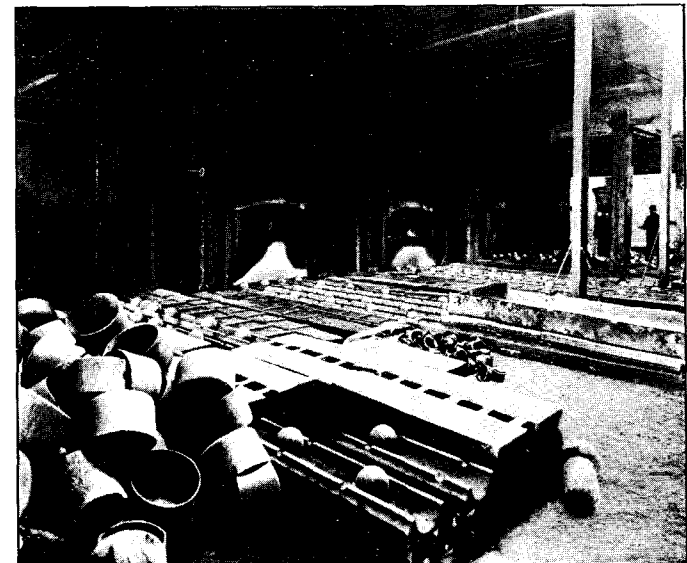
The cost of producing dies and tools to manufacture such strong parts as the housing and case is a very considerable item compared with the expense of making wooden patterns for castings. Some idea can be gained from the illustration and examination of the cases on Model T car, when in addition it is

Interior View of John R. Keim Mills



Another view—Looking through Press Room, showing various Model T parts in process of operation

Interior View of John R. Keim Mills



Annealing department showing rear axle housings in early operation

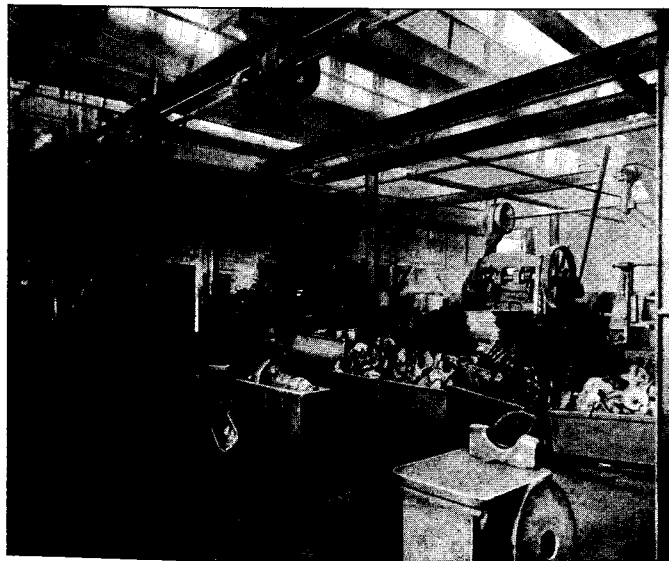
known that the material for a single die and punch will weigh 3,500 lbs. and upwards, and when it is considered that a half dozen or more operations are required and separate tools for each, the statement that such tools are costly is readily appreciated.

With the modern processes of steel making, whereby steel billets are obtained sound and of the purest consistencies; with the late developments in rolling mill practice, whereby these billets are worked and rolled into sheets, causing the greatest degree of refinement possible to put these sheets into, whereby with

the late constructions of special and allowing to cool slowly.

Presses weighing hundreds of tons, these pure and refined sheets of steel are subjected to additional working and refining cold in this process, and in the process of that refining are brought to the desired shapes which are required for housings, transmission cases, etc., and the assemblance of all this system of conditions under the control of this Company, has made it possible to produce their pressed steel parts with the greatest degree of metallurgical and mechanical science and most modern equipments known in the mechanical world.

Interior View of John R. Keim Mills



Traveling crane and shears for cutting core blanks

The Dope Sheet

P. L. D. Perry wrote to the editor the other day. He wrote, asking us to explain some sections of the dope sheet of a previous issue; stated that baseball being an American game, was not understood by England's contingent of the Ford family. So we explained, and we pat ourselves on the back for being a good explainer. Turn over the page, and gaze at the batter's box. That's the same London, and at that, London lost twenty-three cars when the Atlantic Transport Steamer Minnehaha was wrecked off the Scilly Islands during the first part of April.

Wonder if that's the surprise referred to by the umpire in his comments in our last issue.

We are astounded at the bashfulness of our Branch Managers and Dealers, that is, those who have not registered a guess on the final standing. Also we wonder if it's all due to their natural, inborn and well known timidity. To be perfectly frank, it proves to the editor that there are a lot of Ford Dealers (and others) on the mailing list of this publication, who never saw page 10 of the Apr. 15th issue.—Must be getting time to quit publication when the subscribers will not bother to take it out of the envelope.

The registrations of automobiles for New York State for April tell to how great an extent team Managers Plaintiff and Leahy have contributed their share. According to official record, Ford leads with 445 registrations, and every car made a hit, and, by the way, that gives one an idea of the strenuous existence that falls to the lot of a league leader. It is not easy even to keep off the bench.

Be a sport—the editor is betting that Sept. 30th will find in first place in the American a city that so far has

not been in the batter's box—even money on that. Second, that in the National League first and second places will be held by two teams that seem even now to be competing with each other. One was one ahead of the other Apr. 15th, the other is one ahead May 1st. Odds 1 to 3—are you on?

Iowa's a great baseball state—four cities in one league and players on the bench. Si Seymour Warnock, of Sioux City, and Honus Wagner Herring, of Des Moines, are neck and neck for position. How are you betting on Iowa for place?

229 Ford cars registered in Iowa during April—next nearest competitor 177.

Averages are the result of hits made and runs counted. If the hit is made after the game is called, it is not recorded in the percentage column. A tenth inning rally in a nine inning game is poor business. The bets place to start a rally is in the first inning.

Here's a quiet tip—the umpire wrote the copy for these pages of the previous issue, and if the umpire cannot transform his prognostications into accomplished facts, please advise us who can. After digesting the foregoing, hunt up the Apr. 15th issue, open the wrapper, if you have neglected to do so, and read what he said about Lajoie Coate and Connie Block. Then look at the standing, as shown on the next page. Is that of any assistance in recording your guess on the standing of Sept. 30th?

Every regular paid up subscriber of the Ford Times is entitled to one chance on the baseball contest. Prizes, if any, will be announced later, so send in your coupon.

Profit Makers

N. A. HAWKINS

Thinking big
Handling once
Seeing things
Time to think
Talking it over
The right track
Pulling together
Keeping promises
Plain agreements
Moral ventilation
The correct focus
Honest advertising
Periodic vacations
A goal to work for
Careful investments
Holding your temper
Selecting right men
Ideas looking ahead
Not splitting hairs
Measuring experience
Showing appreciation
Systematic criticism
Speeding up machines
Appreciating capacity
Developing enthusiasm
Preventing temptation
Utilizing waste energy
Perfecting the product
Not waiting to be told
Definite understandings
Doing more than you can
Answering mail promptly
Giving credit where due
Helping the unambitious
Leaving worry to system
Learning to be thorough
Letting the "boy" do it
The appearance of letters
Keeping the windows clean
Reconsidering lost efforts
"If you please" and "thank you"
Playing the game of business fairly

Agency Order of Merit

Month Ending March 15th, 1910.

The London Branch has booked a splendid lot of dealers and has established a merit scheme similar to our own baseball idea. Some of these dealers, so the figures prove, would make a lot of the dealers on this side hustle for a place:

- 1st—Autocars Ireland Ltd.
- 2d—Rowland Winn.
- 3d—Gibbs & Lee.
- 4th—Moore, of Brighton, Ltd.
- 5th—Hendy & Co., Ltd.
- 6th—Kennedy Motor Co.
- 7th—Tom Norton, Ltd.
- 8th—W. Andrew & Co.
- 9th—W. H. Crowdy.
- 10th—Richards & Belder.
- 11th—Baker & Sons.
- 12th—A. Cole.
- 13th—E. A. Bolland & Co.
- 14th—A. Rumsey.
- 15th—J. G. Looker & Co.
- 16th—J. Hodgson.
- 17th—Perry Motor Co.
- 18th—T. Roberts.
- 19th—J. Barrett.
- 20th—Skelton & Co.
- 21st—H. P. Dungey.
- 22d—Martin & Chillingworth.
- 23d—W. Lewis.
- 24th—Bates Cycle & Motor Works.
- 25th—Austins County Motor Wks.
- 26th—E. Nalder.
- 27th—Skurrys.
- 28th—Mann, Egerton & Co.
- 29th—William Yea Motor Co.

Official League Standing of Ford Branches and Larger Dealers

May 1st, 1910



GRAND STAND



CATCHER

2nd
Chicago
Atlanta
Des Moines

UMPIRE



BATTER

1st

1st

London
Rochester
Grand Rapids

COACH



COACH



1ST BASE

4th

Philadelphia
New Orleans
Milwaukee



3RD BASE

6th

Buffalo
Baltimore
Eagle Grove

3rd

Cleveland
Omaha
Sioux City



PITCHER



SHORT STOP

7th

New York
Detroit

5th
San Francisco
Indianapolis
Oklahoma



8th
Boston
Toledo
Wichita



10th
Minneapolis
Washington
Dayton



9th

9th

St. Louis
Providence
Carroll



CENTER FIELD

SCORE BOARD

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

A Heavy Weight Car Makes

Cost of running a 20 h. p. Model "T" FORD, Five Seated Car, over a period of 38 weeks and 11,000 miles.

Furnished by:—

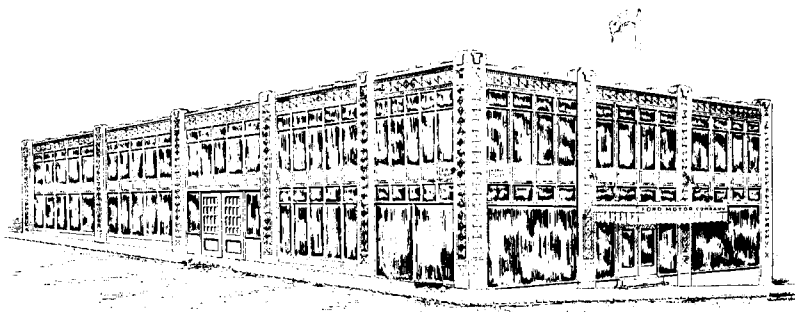
GUY STANDING, Esq.,
ROYAL AUTOMOBILE CLUB,
119, PICCADILLY, LONDON W.

Garage Charge from June 1st, 38 weeks @ 7/6.....	£13 17 0
Petrol. 379 gals. @ 1/2 (average).....	18 19 0
Oil (Vacuum A.) 62 gals. @ 4/6	13 19 0
Tyres. Two 30 x 3 @ £3 17 0.....	7 14 0
One Continental (Studded) replaced and carried as a spare after 7,000 miles @ £6 6 0.....	6 6 0
Two extra Tubes @ 19/7 (30 x 3)	1 19 2
One extra Tube @ 26/5 (30 x 3½).....	1 6 5
REPLACEMENTS—	
Commutator (new pattern)	
One Valve Tappet and Spring.....	
High-speed Clutch Lugs and Adjustments (not undertaken by owner through lack of necessary time).....	
Car has run 11,000 miles.....	4 0 4
INCIDENTAL EXPENSES— Tips, Cleaning and Garage when on tour, etc. (roughly)	10 0 0
WASHING AND POLISHING (twice a week @ 4/-.....)	15 4 0
	£93 4 7

In English money the 3 columns represent pounds, shillings, pence. A pound is \$4.89, a shilling .25, and a penny .02 in U. S. money.

NOTE.—The Model "T" Four Cylinder Double Phaeton, 20 h. p. Car, costs £220, complete with Magneto, Side Lamps, Tail Lamp, Horn, Tool Kit, Pump, Acetylene Head Lights and Generator, Stewart No. 24 Speedometer and Odometer, Folding Wind Screen and Extension Hood, with side Curtains.

The Home of the Famous Ford at Omaha



Our New Omaha Branch Building, corner Harney and 20th Streets
Mr. Chas. L. Gould, Manager

a Light Weight Pocketbook

Compare the Gasoline Consumption

THE following certificates have been issued by the R. A. C. in respect of the London to Edinburgh runs, under official observation, made by cars attending the Scottish Motor Show on January 26th and 27th:

27.3 H. P. AUSTRIAN DAIMLER

This is to certify that a 27.3 h. p. Austrian-Daimler car was entered by the Austrian-Daimler Motor Co., Ltd., of 15-16, Cockspur Street, London, S. W., for the above trial.

The car completed a distance of 400½ miles, including an accidental detour of four miles.

The temperature was considerably below freezing during the whole of the trial, and there was a good deal of snow upon the road, especially in Scotland.

The car was fitted with a four-seated touring body.

The weight of the car, including food and refreshments, was:

Front axle	1,507 lbs.
Rear axle	2,004 lbs.

Total weight

Weight of passengers, including driver.....

Total running weight.....

PARTICULARS OF TRIAL—Sundry stops were made for replenishments and traffic.

The engine was accidentally stopped for 30 seconds through the driver omitting to open the throttle when letting in the clutch.

CONSUMPTION OF FUEL, OIL AND WATER

Fuel—

Amount consumed in gallons	35.00
Miles per gallon	11.44
Ton-miles per gallon	22.27

Oil—

Amount put in, in gallons.....	1.34
Miles per gallon	298.88

Water—

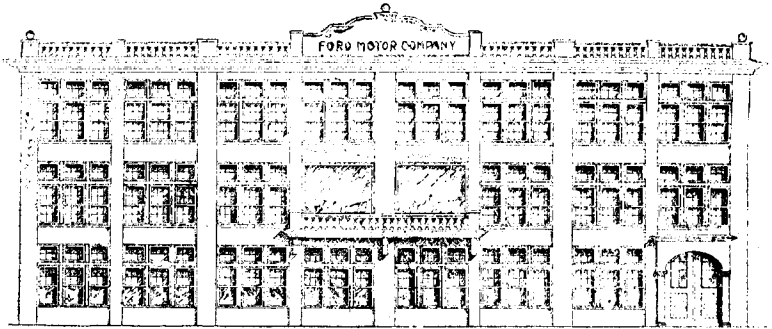
Amount consumed in pints	0.37
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NOTE—No account was taken of the amount of oil in the engine prior to the trial.

FRANCIS OF TECK, Chairman.
 MERVYN O'GORMAN,
 Chairman of Technical Committee
 J. W. ORDE, Secretary.

Date, January 28th, 1910.
 119, Piccadilly, London, W.

—Autocar, London, Feb. 5.



Plan Drawing of the Ford Building at Cambridge

New Ford Building at Cambridge, Mass.

The new Ford Building at Cambridge, Mass., located on Massachusetts Avenue at the corner of Smart Street, is a concrete, fireproof structure throughout, three stories in height with a frontage of ninety-eight feet, and architecturally a credit to the Ford system of Branches. The total investment will represent about \$50,000.

This building will be used as a show room, garage and warehouse in connection with our Boston store at 147 Columbus Avenue.

Messrs. Partridge and Kelley will have charge of the new place under the direct supervision of Mr. Fay. From the favorable reports that are

being received from Boston concerning business for 1910 and 1911, there is nothing to it but Fords in New England—at least, that's what Fay says, and he ought to know. Ford cars have been remarkably successful in New England, as evidenced by the fact that there are over 5,000 Fords now in use in those states and of this number more than 1,500 are Model T's.

The architect for the new building is J. J. Smith, and the work of construction will be performed by the Concrete Structural Company of Cambridge. The real estate transaction was handled through the office of I. L. Williams & Co.



Two views showing the new Cambridge building in process of construction

The Model T's Trip Through the Wilds



Devil's Canon



Devil's Canon— Sand in Foreground

E. ROGER STEARNS of the Standard Motor Car Company, Los Angeles, made a trip through San Diego and Devil's Canon to El Centro, during the past week, one of the hardest tests for an automobile in Southern California, and the little Ford went through without a hitch. Mr. Stearns made a record, reaching El Centro in sixteen hours' running time, and this through some of the most difficult country in which he has ever piloted a Ford car. Mountain roads, sands, desert, sharp turns, rocky canons and steep hills were some of the conditions he had to meet and surmount. The Ford with its master driver, not only went through, over and around, but Mr. Stearns is planning to make the trip again.

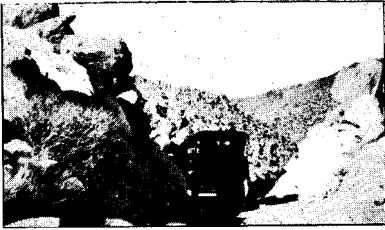
The accompanying illustrations give but a faint idea of the road Mr. Stearns traveled with the Model T, and no conception of the beautiful scenic effects. Mr. Stearns says "that in all his touring about, he does not know of a trip that will

present more diversified scenery to the autoist than this run into Imperial Valley," and in his opinion a fine road could be constructed at little expense that would enable automobilists to make the run in good time and no inconvenience.

The sharp turns were encountered on the climb to Mountain Springs. His first stop was at Campo, some fifty-two miles from San Diego, and from there he went down over the hill from Mountain Springs, where he met with a stretch of desert that he says is worse than the road between Mecca and Chuckawalla on the Phoenix run. The trip was well worth the effort and the 128 miles between San Diego and El Centro only made the entry into the beauti-



In the Desert—50 miles from El Centro



ful farming country of the Imperial Valley doubly pleasant.

Before leaving San Diego, Mr. Stearns was warned by his friends that he had better carry along extra tires, casings and tubes and even parts for the car, and while he took the tires, he found that he had absolutely no use for them. The car's performance on the trip was more than satisfactory, and as a further evidence that he got through splendidly, he placed ten cars while in El Centro.

Mr. Stearns, with all of his geniality, is a man who likes to pilot the Ford on hazardous trips, and that he found pleasure in it is evidenced by the photographs which are here reproduced.

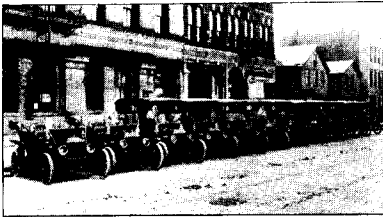
Personal Mention

Last Monday we had the pleasure of entertaining two of our brother salesmen from the big city, Mr. Vanderpoel and Mr. MacDonald. Mr. Vanderpoel acts as assistant manager to Captain Plantiff, of the New York Branch, and Mr. MacDonald is one of the oldest and most reliable of the New York selling force. Mr. Hawkins took these vis-

itors through the new Highland Park Factory, and both gentlemen were greatly impressed by the increased output of Model T's, and predict a record-breaking season for the sale of T's for New York territory.

Two of our largest dealers paid us short visits during the past fortnight, one being Mr. C. L. Herring, Manager of the Herring Motor Car Co., Des Moines, and the Atlantic Auto Co., of Atlantic, Iowa, and the other Mr. W. E. Wheeler, of the Northwestern Auto Co., Minneapolis, Minn. Both of these gentlemen are selling Model T Fords faster than we can ship them, and so they just ran over to Detroit to try and have their allotments increased. No use, however; we couldn't do it. After a trip through the new factory and a look at the great stock, there seemed to be no doubt in the minds of either gentleman that we were fully prepared to fill dealer's estimates.

Amongst those who dropped in to see us during the past week or so were Dr. F. W. Gurdy, a Model T owner under Dealer Hatch, of Niles, Mich.; Mr. Otto Knaak, of Akron, Ohio, and Mr. H. T. Thomas, of Lansing, Mich. These gentlemen are all Ford owners, and were very much interested in the great development of the Ford Plant, and T product.

Do You Wonder Why it is so Easy to "Watch the Ford's Go By"

HICKMAN, LAUSON, DIENER CO.
Milwaukee, Wis.

Here and There

Above we are reproducing four pictures sent us by four of our dealers, and showing shipments of Model T Cars in front of their places of business. Whether it be in Milwaukee, Wis., with its 317,000 population, or in Knox, N. D., with 107 inhabitants, the Ford is the popular car, and the dealer is kept hustling taking orders and delivering cars to his customers. The first picture on page 21 shows seven Model T Cars delivered to Dr. D. I. Fletcher, of Glenwood Springs, Colo., a town of 1,350 inhabitants; while the last picture, on page 21, shows the garage of W. S. Bruce & Co., of Memphis, Tenn., with a line of Model T's in front. The census man says there are 125,018 people in Memphis, and Mr. Bruce is kept busy delivering his stock to purchasers. The pictures go to prove that the man who wants a quality car, no matter whether he lives in a large city or in a small town, is the man who buys the Ford Car.

In the last two issues of the Ford Times we printed on page 8 a list of auto registrations in New York State, showing Ford to be at the head of the list with a record of 104 sales in one week. We have just received the official figures for New York registrations for the week of April 16th, which shows the Ford to lead with 107 sales. Hurrah for Leahy & Plaintiff! With Ford sales increasing every day, it is not a very diffi-



P. K. BIDNE, Knox, N. D.

cult matter to see why the factory is building and shipping an average now of 1,100 cars a week.

Our genial Paris Manager, Mr. H. B. White, is publishing a French edition of the Ford Times, copies of which we have received at the Home Office. The booklet is the same size as our edition, and the cuts are those taken from the Times that are of interest to French dealers. Of course, the type matter is in French, but we are sure that it is very interesting to the readers in gay Paree. Certainly Mr. White is to be congratulated on his undertaking.

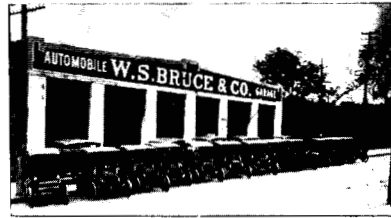
We have just received our new three color window hangers from the printers, and have mailed two of them to each of our Ford dealers. This makes a very attractive hanger for your salesroom, and if you have not received yours through the mail, write us and we will see that you are supplied.

The baseball fever is now at its highest point throughout the Ford organization. The Branch Managers' and large dealers' league has been playing ball for some time now, and they are getting to be cracker-jacks at the game. The latest organization is a real Ford Ball Team, composed of the Home Office employes, and managed by our genial friend, Mr. Chas. Hartman. The

**When Our Dealers Are Getting Such Shipments of Model T's
as These 4 Pictures Show**



DR. D. J. PLETCHER
Glenwood Springs, Colorado



W. S. BRUCE & CO.
Memphis, Tenn.

boys opened their season last Saturday afternoon by defeating one of the strong local teams by a score of seven to five. Here is the way the team lined up:

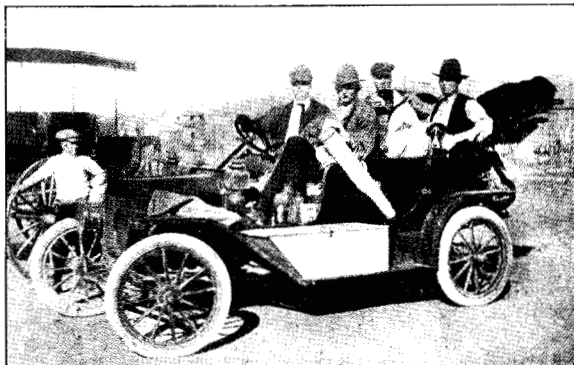
- Zoll Third Base
- Zimmerman
- Richardson Shortstop
- McKenna
- Fuller Pitcher
- C. L. Smith Left Field
- Fuller
- Thompson Center Field
- Endres First Base
- Reynolds Second Base
- Bennett Catcher
- Schaible
- Moore Right Field

Read these two letters sent us by the Spear Auto Co. of Portland, Me. Here's proof that a light weight car saves the heavy upkeep expense.

"My Model T Ford Touring Car that I purchased of you last spring, I have driven over 6,000 miles at practically no expense for repairs. It has given entire satisfaction, and I cannot see but what it has done the work fully as well if not better than cars that would cost twice as much.

Yours truly,
CURTIS H. SIMONDS."

"Replying to your inquiry how my Ford Model T Car was running, will say I am very much pleased with



How they use the Model T in Texas



Model T Fords in Savanna, Ill. Frank Zinnel Dealer

the car. I have driven to date 2,400 miles with an average of 23 miles to the gallon of gasoline, and without one cent for repairs, have not had even a puncture.

Very truly yours,
A. H. COOMBS."

Hunting seems to be a favorite pastime for sport loving owners of the Model T. We have had numerous letters and photographs showing the Ford Car in the heart of the hunting district which only goes to show that the Ford is made of the material that will withstand the hard usage to which a car used for that purpose must undergo. The picture below shows an autoloader of Texas hunters about to start for a little outing.

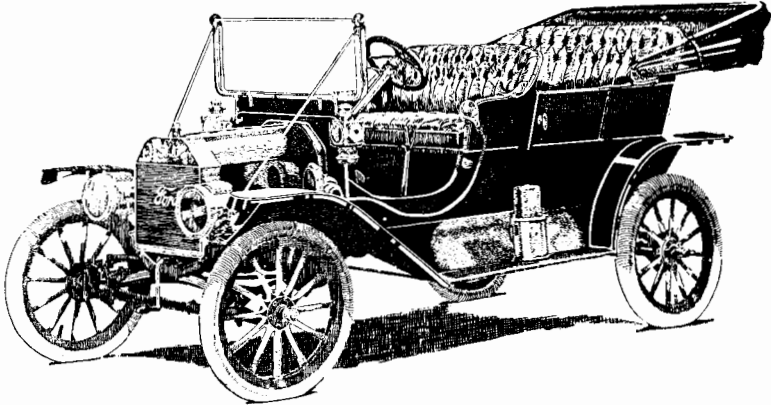
SAVANNA, ILL. doesn't believe in taking a back seat, when it comes to selling FORD CARS, as the accompanying photograph will show. The line-up in this picture are the sales made this year by Mr. Frank Zinnel, but this is only in

Savanna alone, and does not include the balance of the county, where he has been actively at work and can report a large number of other sales. Which goes to prove that the people of Carroll County, Ill., know a good thing when they see it. By April 15th, Mr. Zinnel had disposed of 80 per cent of his entire 1910 estimate.

Savanna is a little country town of about five thousand inhabitants, and is located on the bluffs of the Mississippi River. The steep hills nor the sandy roads back of the hills make no difference. The Fords hustle up the hills and through the sand like jack rabbits over the western plain, and never once give the driver the feeling that he will be left at the bottom of the hill, or in the sand, to be pulled out by some accommodating farmer.

And as long as the MODEL T'S continue their good services so long does Zinnel continue to push the sales, for, as they say in Savanna, he, like Mr. Ford, believes in doing things and doing them right.

New Cuts for Newspaper Advertising.



We are now in position to furnish Ford dealers with the above cuts showing the three quarter view of the Touring Car, in 4 and 6 inch sizes. These may be obtained from the Home Office or any of the Ford Branches.

Order by number.
Cut No. 130-4 inch size
" " 131-6 " "

Ford Model T \$950.00

Also this new cut in 4 different sizes, 4 in., 6 in., 8 in., 10 in.

Cut No. 132 - 4 inch size
" " 132-A - 6 " "
" " 132-B - 8 " "
" " 132-C - 10 " "

Ford Model T \$950.00

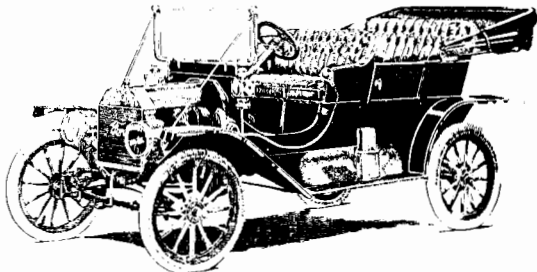
The Vanadium Car

TWENTY THOUSAND

— 20,000 —
PEOPLE

are driving Ford T Cars and every last one of them is a satisfied owner. Better join the big majority and buy a Ford. There's nothing in it after you start. You can go anywhere—and you can get back. The T Motor does the job right and will do anything that any motor will do—without regard to price. Take a demonstration or ask some Ford owner and satisfy yourself before placing an order for any make of car.

Detroit Branch 264 Jefferson Avenue
Phone Main 1102. Always service



FORD CARS
WILL BE ON VIEW AT THE
ROYAL AGRICULTURAL SHOW
AT EASTER.

STAND No. 123, SUTOR AVENUE.

"FORDS" ARE WITHOUT DOUBT THE MOST SUITABLE CARS FOR AUSTRALIAN CONDITIONS, AND THE FOLLOWING FEATURES WILL BE AT ONCE RECOGNISED BY THE MAN FROM THE COUNTRY AS BEING ABSOLUTE ESSENTIALS:—

- | | |
|-------------------------------|--------------------------|
| 1. EXTRA HIGH CLEARANCE | 6. EXTREME SIMPLICITY |
| 2. LIGHT WEIGHT | 7. VANADIUM STEEL |
| 3. PLENTY OF POWER (20-h. p.) | 8. COST (£310 COMPLETE) |
| 4. EASY ON TIRES | 9. INTERCHANGEABLE PARTS |
| 5. CHEAPNESS OF MAINTENANCE | 10. RELIABILITY |

AND MOST IMPORTANT TO THE COUNTRY MAN IS THE FACT THAT A LARGE, FULL, AND COMPLETE SUPPLY OF SPARE PARTS IS ALWAYS KEPT IN STOCK IN SYDNEY, WHICH ENABLES US TO SEND BY RETURN MAIL ANY PART REQUIRED.

The Price of £310 includes, besides the Car, which is fitted with a magneto, an extension top, an automatic brass wind-shield, speedometer, two 6in. headlights, generator, three oil lamps and horn.

In the steamer arriving on the 21st. inst. we have a record shipment of TWENTY-EIGHT CARS. We have landed and sold over ONE HUNDRED cars during the last six months, and the following are copies of letters from "Ford" owners. We have several others which we shall be pleased to show you:—

FROM A WELL-KNOWN DOCTOR.

"Newcastle, 2nd March, 1910.

"Dear Sirs—Since buying the Model 'T' Ford Car in July last, I have given over the horse-drawn vehicle, and although I now travel more than three times the distance I used to do with the horse, yet the cost is considerably less, even allowing for tyre renewals and depreciations. My car is, and always must be, ready, and indeed it has been but one day out of commission since I got it.

"The tyres are the same, and will run for some months yet, although they have gone over six thousand miles. I run from 18 to 21 miles, according to the hills, on each gallon of spirit.

"Regarding the control, it is so simple that any person of ordinary intelligence can learn to drive the car in a few hours. All my boys and girls drive my car with equal ease and comfort. Altogether I am of opinion that the Model 'T' 'Ford' Car is the best working car made, being light, economical, and simple to handle. Mine is semper paratus.

"Yours faithfully,"

"Barraba, N. S. W., March 7th, 1910.

"Dear Sirs—I have much pleasure in testifying to the usefulness and reliability of the Ford Motor Car (Model 'T').

"I began running these cars on September 4th, 1909, since when I have traveled 13,000 miles over a rough road in all weathers, and have experienced no troubles beyond a puncture or two. My petrol consumption runs to 26 miles to the gallon in all weathers, and 256 miles to the gallon of oil. I have done as high as 33 miles to the gallon of Petrol under good conditions.

"I cannot speak too highly of the 'Ford' Cars, for cheapness of upkeep.

"Yours faithfully,

(Signed)

"Mail Contractor."

FORD MOTORS,

133 to 137 CASTLEREAGH STREET, SYDNEY.
Or STAND 123, ROYAL AGRICULTURAL SHOW.

How they advertise the Ford in Australia. Copy of ad. clipped from Sydney Morning Herald, Sydney, Australia.