

Ford Times

Vol. 3

JUNE 1, 1910

No. 17



A very pretty girl and a charming scene from California

Ford Selling Arguments

Extracts taken from the speech of Mr. C. R. Baker, delivered to the Ohio Ford Dealers' Association at Youngstown, Ohio, May 10, 1910



MR. C. R. BAKER
Ford Dealer at Salem, Ohio

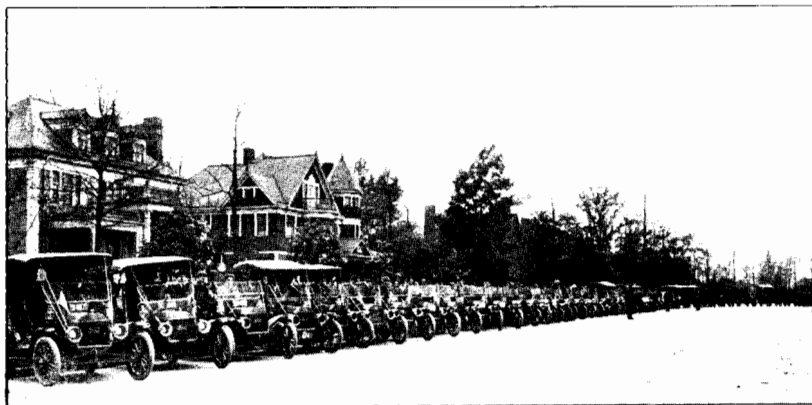
IN order to give you Ford Selling Arguments it will be necessary for you to bear with me when I repeat many of the very arguments you yourself use daily. I am sorry that all I will say will not be new to you. However, we will hope that something in my talk will at least suggest to some a line of thought which will be beneficial. If I only had some one here to talk to who was in the market for a car, I believe I could do something toward getting his order for a Ford Model T.

In the first place we must convince our man that he wants an automobile. It does not do to be satisfied with merely taking the orders of those who have made up their minds—any clerk can do that. The salesman must be capable of convincing his man that he wants an automobile and then that the Ford is the one he wants and at the price he wants to pay; it takes some missionary work to convince people, some demonstrating in the nature of a ride or two, some good sound earnest talk appealing to them along such lines as these: That automobiling makes for better health, that it will be a means of their getting out in the open, that their family will enjoy it tremendously, that it will make them younger, fill them with boyish enthusiasm, that it will make their pulse beat faster, that it will put a new meaning into life, make their blood circulate better, clear away the

headache, blow the cobwebs out of their busy brains and enable them to come in from a ride completely refreshed and able to take up work with entirely new vigor. In fact enthusiasm is contagious and you will soon find your prospect's eyes glowing with a new light as he begins to grasp the meaning of what you are telling him—tell him that it will make him feel 20 years younger, tell him in a manner that will leave no doubt in his mind that you believe it, that you know it, and it will! He perhaps hesitates. Explain to him that we are getting old, that automobiling is the greatest pleasure this world holds, that we are here but for a short time and but once, that if we are to enjoy life we must enjoy it as we go along.

I am an apostle of the present good time, of a full and successful life while we live; I do not believe in sitting around with a long face dealing in futures. We owe it to ourselves and to our families to get every grain of legitimate pleasure we can out of this old world. Now, we will say you have your man on the right track,—he has commenced to want to feel young again; his hands, if you have handled him right, have commenced to itch for a grasp of the steering wheel; you have of course explained to him the beauty of power under control to go fast or to go slow, a touch of your finger and away you go, eating up the hills, so and so!

This line of talk can be given to him in his home, on the street, in your garage, at his office, or perhaps out under a shady tree in your demonstrating car. You will now wind up the motor again, and suggest to him that he sit over at the wheel and just move the car a foot or so, place the side lever in neutral position and let him feel the car respond to the touch of his foot, let him back it a foot or so, then forward and back, and



Model T Ford cars in parade at the Youngstown meeting of the Ford Dealers' Association, Tuesday, May 10, 1910. There were over 50 Model T's entered in this procession

then along slowly, very slowly at first while he gets the feel. After you see he is at home have him place the side lever forward and leave it in high speed; keep it going slow for him; have him let it coast and make it take hold again just as he wants; have him start and stop, stop and start, and the confidence that he can drive a car will take possession of him; stop right now; as soon as he gets this confidence and before he wants to go too fast. You now have him ready to buy a machine.

The point is to get him fully convinced that the Ford is the machine he wants. Your demonstrations to him of its ease of control, of its quiet running, its easy riding, its hill climbing ability should all be made with judgment. I think it is safe to say 90% of those demonstrating drive too fast and too recklessly. The customer does not want to see how fast you can go down hill, but how slow, safe and certain you can control it. He does not want to see how close you can get to street cars, wagons, etc., without hitting them, but he does want to see that all of these things can be passed without any danger at all. In meeting and passing other rigs be exceedingly careful; your customer may be a man that would not want to scare another man's horse for a thousand

dollars. The man driving the horse will probably be an automobile purchaser very soon. If you are reckless of his safety when you pass him, will he buy of you or your competitor? As you ride along and after your customer has settled back in perfect content you can give him occasional bursts of speed on the up grades that will convince him of the remarkable response and reserve power to be had in the Ford. If you have an unusually bad hill in your neighborhood, something steep and rough, that's the hill; say nothing, but make for it; go up; explain afterward that with an automobile it is merely the question of moving weight over the ground, that the Ford has but 53 1-3 lbs. for each horse to pull; that other makes average well on toward 100 lbs. per horse; that there is a standard formula for figuring horse power that the Ford has 22½ horse power figured according to that formula, yet Ford only speaks of it as 20, while others claim, say "30" for their machine, weighing perhaps twice what the Ford does, when figured according to this same formula are only "25." Think of it! only 25 horse power to move double the weight that Ford has 22½ horses to move. He will commence to see the point, to understand why he wants a Ford. Allow these points to

soak in and get clinched. Never leave a subject until he understands it as you want him to. Better get one fundamental argument well placed than to fire a hundred shots, none of which hit. Remember the chances are all in your favor; the man selling any other make car is hemmed in on all sides by the fact that the "J. I. C. 30" or the "K. O. T. \$1250," or any other of a dozen makes are practically like the one he is talking; there are no distinct selling points to his car, the others are just about as heavy and tarred with the same stick as his, toy magneto, separate oiler with its multitudinous miniature oil leads, fly wheel and clutch exposed to the dirt, cylinders separate, or in pairs, bolted to the crank case, four springs, etc., etc. Don't be afraid of any other makes, study their construction carefully and you will find that while they nearly all copy after the Ford in many details yet most are minus the important things. Don't be alarmed at the advent of an agency for a much advertised new car in your town. Remember that no matter how good the new car looks that it has not been proven. Some cars are 75% advertising and 25% automobile; any new car will have to pass through the experimental stage. Be constant in your devotion to the Ford and be honest with yourself. If you do not believe it is the best proposition on the market, the most practical automobile for the average man, the nearest correct design of any, give up the agency and try to sell the car you do believe in.

Do not mention the name of any other car; confine yourself as closely as possible to the good points of the Model "T." Be absolutely honest in your statements; have it in your mind that your prospect is going to buy one of your cars, if not this year, then next, and that if you lie to him he will find it out. Don't make extravagant claims that you can't prove; as for instance that you are selling a car that never gives any trouble; try to hand out a line of talk that your man can believe, watch him and see to it that he does believe it. What

you leave unsaid is as important as what you say. Weigh every word for its probable effect on your prospect.

Now I expect that you will think I am giving you too much advice and too little in the way of "selling argument." Therefore we will suppose that you now have the prospect's interest, that you have removed the hood and taken up the floor boards, that you have explained to him in a way that he understands, some of the points that combine to make the Ford head and shoulders above its would-be competitors.

(To be continued June 15th)

Sayings of Abe Martin

By KIN HUBBARD

Seems like ther's twice ez many marriages nowderdays when th' newspapers print half-tone pictures so well.

I got a letter from Rushville sayin' thet ther wuz a Uncle Tom's Cabin troupe up ther' last week an' thet th' dogs were good, but thet they hed poor support.

Elder Berry an' wife hev gone to Wapakoneta, Ohio, t' live with ther son, Stephen. Aunty Berry will be greatly missed ez we hev no newspaper here.

A couple o' strangers wuz here this week talkin' up a cannin' factory. One wuz dressed like a Dimmycrat an' th' tother looked like he wuz in ordinary circumstances too.

It's all right t' be close-mouthed an' cool-headed if you kin be thet way without lookin' stupid.

Opportunity only knocks once, an' then we're generally in th' back part o' th' house.

Ther' doesn't seem t' be no effort made t' curb th' sale o' plug hats t' irresponsible an' commonplace people.

Dock Marsh an' th' boys er back from a huntin' trip in Arkansas. They killed eight quarts.

Nobuddy kin talk as interestin' as th' feller thet's not hampered by facts er infamation.

\$100 Reward

Wm. H. Smith will pay \$50 reward for information that will lead to the recovery of his automobile, which was stolen on the night of May 8, 1910.

Description—Ford Touring Car, red, three oil lamps, black top, Factory and Engine No. 2080, Michigan License No. 9239.

Geo. A. Armstrong will pay \$50 reward for information that will lead to the recovery of Watson Beebe's automobile, which was stolen on the night of April 12, 1910.

Description—Ford Touring Car, dark green, wind shield, top and new set of curtains, Factory and Engine No. 5644, Michigan License No. 810.

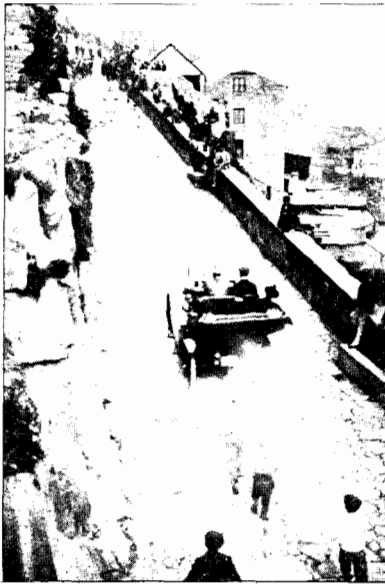
Please instruct your employees to keep a watch for these machines and should they see either one notify

THE FORD MOTOR CO., Detroit, Mich.

or JOHN J. DOWNEY, Detroit, Mich.

Superintendent of Police.

Hill Climbing in Portugal



Ford Model T Climbing Corticeira Hill,
Oporto, Portugal

FROM time to time, we have been receiving reports from our many dealers describing hill climbing contests, in which the Model T Ford has performed stunts almost inconceivable for an automobile. The latest comes from Mr. H. B. White, our European manager, concerning a hill climb in Oporto, Portugal, carried through by our dealers in that far away city, Messrs. A. Moura & Co. The report as given in one of the Portuguese papers is as follows:

"The steepest hill in Porto is the one of Corticeira, which, from Alameda das Fontainhas, runs down almost perpendicularly, with the river flowing at the bottom between high rocks. If we are well informed, the famous Henriqueta (which was a great venture seeking woman, generally dressed in men's clothes and had a great reputation for daring in Porto when our grandfathers were still youngsters) is the only person who ever succeeded in ascending this long, steep, and dangerous hill, galloping

on a horse. To-day we found in our office an invitation to assist, at 3 o'clock of the afternoon, to the rapid ascent of the terrible hill by at least 20 horses. These 20 horses being those of the American Ford Touring car, represented in this country by Messrs. A. Moura & Co. At the appointed time we therefore went to the Promenade of Fountainhas, swarming with people going to and fro under a splendid sun, which made the river look like a ribbon of white metal. On the walls which line the ascent like a staircase, at the windows of the houses built on the rocks and all along the hill, we noticed everywhere an immense crowd, and we could hear people saying: "If their brake was to fail, the car and passengers would certainly be rushed in the river below." Suddenly we heard the trepidations of a motor, and everybody then turned to the river, and soon afterwards a bright and light automobile, without any effort and almost without any noise ran up this steep hill, followed by the applause and the cheers of the crowd. The automobile hardly took 40 seconds to climb up the hill. It was driven by Mr. Albino Moura, assisted by 'Treuxera,' and there were three persons in the back seat.

"Messrs. Moura & Co. tell us that the grade of this hill is at least 29%, and that no automobile ever attempted to go up, knowing they could not do it. To still better prove the hill climb ability of the Ford model "T," they stopped just half way, and started again without any trouble. This extraordinary hill climb has aroused a wonderful interest throughout Portugal. In fact, Messrs. Moura & Co. tell us that practically every automobile agent in Porto, having heard of this Ford feat, has since attempted to go up; they have all failed most miserably. Only one automobile succeeded in going up about 10 meters, but had to give up."

Messrs. Moura & Co. add that as a

result of the enthusiasm created in Portugal by this wonderful achievement of the Ford car, they consider that they are practically masters of the automobile market in that country.

How do You Like Our June 1st Cover Design?

You will agree with us that it is a work of art. The picture is an actual reproduction of a photograph taken in that wonderful city of San Francisco, and shows Miss Ruth Searles being assisted from her Model T coupe by Mr. W. L. Hughson.

Miss Searles is one of the prominent young society girls of San Francisco and is an enthusiastic motorist. Mr. Hughson is the manager of the Standard Motor Car Company of San Francisco, with a Branch in Los Angeles. Mr. Hughson and his associates have been for some years distributors of Fords for the states of California and Nevada.

Retail Sales Standing Ford Branches

Below we are giving a list of Ford Branches, arranged in order of merit as to the number of retail sales made from October 1, 1909, to April 30, 1910.

Position	Branch	Percent.
1....	Chicago.....	16.9
2....	New York.....	12.8
3....	Philadelphia.....	12.5
4....	Boston.....	10.2
5....	Detroit.....	7.9
6....	Cleveland.....	6.8
7....	Seattle.....	6.8
8....	Kansas City.....	5.6
9....	St. Louis.....	4.3
10....	Buffalo.....	4.1
11....	Pittsburg.....	3.1
12....	Cincinnati.....	3.1
13....	Omaha.....	2.2
14....	Denver.....	1.7
15....	Atlanta.....	.9
16....	Dallas.....	.7
17....	Houston.....	.4



Mr. Albino Moura, driving, with four other passengers about to start the ascent of the hill

Order of Merit List of Ford Branch Salesmen

This list is arranged numerically according to the number of retail sales each salesman has made from October 1, 1909, to April 30, 1910

Position	Salesman's Name	Branch	Position	Salesman's Name	Branch
1st	Robert L. Abbott	Chicago	15th	C. F. Fuller	Atlanta
	A. McDonald	New York		F. J. Leonard	Buffalo
2nd	R. P. Jones	Philadelphia	C. C. Hauenstein	Cincinnati	
3rd	M. J. Lanahan	Chicago	Proctor Brevard	Dallas	
4th	A. H. Smith	Cleveland	W. O. Gates	Denver	
5th	F. W. Teves	New York	Chas. Binder	Pittsburg	
6th	F. B. Norman	Scattle	16th	E. E. Colby	Chicago
	F. H. Peabody	Boston		A. M. Colegrave	Cleveland
	J. B. Lund	Scattle		Paul Vollmer	Denver
7th	C. B. Shaw	Philadelphia	Wm. Wray, Jr.	New York	
	D. H. Lamberson	Buffalo	N. J. Schmucker	Philadelphia	
8th	A. F. Groebler	St. Louis	A. J. Langford	Atlanta	
	H. M. Snow	Boston	M. A. Stevens	Boston	
9th	G. H. Gifford	Cleveland	W. W. Longstreth	Philadelphia	
	H. E. Babcock	Detroit	17th	Knight Neftel	Pittsburg
	H. W. Lancashire	Detroit		H. W. Henderson	Pittsburg
10th	H. E. Partridge	Boston	W. J. Mendenhall	St. Louis	
11th	C. F. Reynolds	Chicago	H. D. Rice	Chicago	
	C. E. Duncan	Kansas City	J. E. Van Patten	Cleveland	
12th	H. S. Mader	Boston	P. F. Minnock	Philadelphia	
	W. T. Clarke	New York	C. D. Marshall	Kansas City	
	R. E. Davis	Omaha	M. A. Enders	New York	
13th	C. R. Cunliffe	Philadelphia	A. Hirsch	New York	
	R. P. Dillon	Chicago	18th	G. E. Diegel	Denver
Wm. M. Raborg	Kansas City	A. R. Brown		Atlanta	
14th	W. B. Young	New York	H. F. Pillsbury	Omaha	
	F. A. Ross	Boston	Wm. Urbach	Omaha	
14th	A. A. Willoughby	Chicago	H. C. Apgar	Dallas	
	G. T. O'Maley	Kansas City	H. S. Garrett	Cincinnati	
	R. J. Cook	Pittsburg	W. P. Scott	Cincinnati	
	J. H. Limbird	St. Louis	E. T. Backus	Houston	

A Page That Tells Its Own Story

³/₁₉₁₃
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.

27 CH.A 44 collect night letter 3 A May 8
San Francisco Cal. May 7th. 1910
Ford Motor Co.

RECEIVED AT

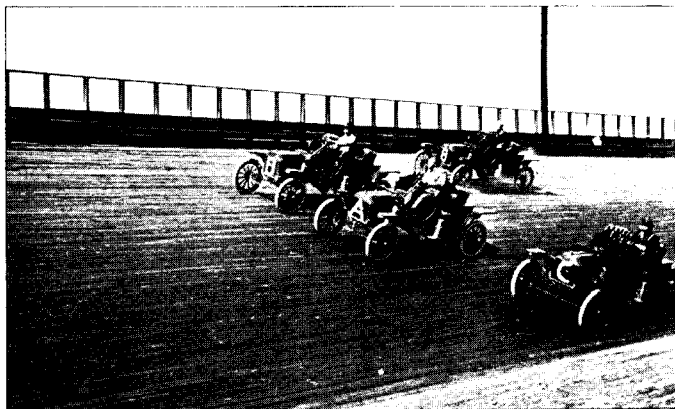
WHERE ANY REPLY SHOULD BE SENT

Detroit, Mich.

Ford cleaned up races at Santa Rosa. Three first today, two first, one second yesterday, beating Buick, Maxwell, Winton and Autocar in free-for-all handicap. Beat Buick forty, big Maxwell, Winton six and Autocar. Fastest time one one, on half mile dirt track.

Standard Motor Car Co.

Read what the Ford Model T Cars in California are doing on the Race Track. They are all Stock Cars and Entered by the Standard Motor Car Co., of San Francisco



The New Motordrome Track at Los Angeles, Cal.
Roger Stearns Driving Car A



MR. H. B. Harper, who, for the past two and a half years, has been acting in the dual capacity of advertising and Assistant Commercial Manager, has been promoted to higher ranks in the Ford Organization. From the Home Office Mr. Harper goes to New York City, to take charge of the Foreign Department, succeeding Mr. R. M. Lockwood, who has looked after this branch of our business since 1903.

Everybody at the factory regrets very much the leaving of Mr. Harper, and the loss of his active connection with "Ford Times," but we hope to often receive writings from the pen of "Ben Henry" in New York, and wish him every success in his new position. With Mr. Harper out of the editor's chair, we will need more than ever the co-operation and assistance of our Dealers and Branch Managers. We want stories, pictures, etc., from every branch, direct-dealer and sub-dealer, and if any of your Model T customers have anything in the way of stories or pictures of interest to the field force, please send them in and we will publish them at the right time and in the right place.

Kindly forward all mail and contributions hereafter to "The Advertising Department."



Machinery and Fitting Model T Housings

Interior View of John R. Keim Mills, Buffalo, N. Y.

Official League Standing of Ford Branches and Larger Dealers

June 1, 1910



GRAND STAND



CATCHER

2nd
San Francisco
Indianapolis
Milwaukee

UMPIRE



BATTER

1st
London

London
Rochester
Portland

COACH



COACH



1ST BASE

4th

Minneapolis
Baltimore
Oklahoma

3rd

Cleveland
Atlanta
Memphis



3RD BASE

6th

Chicago
Detroit
Grand Rapids



PITCHER



SHORT STOP

7th

St. Louis
Toledo
Des Moines

Des Moines

5th
Seattle
Omaha
Sioux City



2ND BASE

8th
Philadelphia
Washington
Wichita



RIGHT FIELD

10th
Kansas City
New Orleans
Carroll



LEFT FIELD

9th
Buffalo
Denver
Eagle Grove



CENTER FIELD

SCORE BOARD

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

“Getting Away With It”

Editorial Clipped from The Detroit News
of May 14, 1910

SMART young men—and some older ones—are much given to the phrase that heads this. When a fellow makes a lie stick, they say, “Well, he got away with it.” When a fellow puts up a false pretense and profits by it, they say, “It’s all right as long as you can get away with it.” The essential weakness, immorality or falseness of anything doesn’t seem to matter so long as one can “get away with it.” The source of the saying should throw much light on the relations in which it is used. It belongs to the phraseology of burglary. After the burglar has broken into the bank, blown up the safe, gathered the money, the next and most ticklish job of all is to “make his getaway.” He

has achieved the burglar’s highest success if he “gets away with it.” Nobody has to “get away with” anything that he has rightfully taken. The fellow who has to “get away with” his employer’s confidence after telling a lie, or with his father’s approval after living a lie, is brother to the burglar; both have to “make their getaway.”

But this is to declare that nobody ever “gets away with it.” If you question that statement and say that you have seen persons who “got away with it” successfully, you contradict the law of things. You may have seen a lie made to stick; you may have seen a deceptive “front” pass unquestioned; maybe you may have seen a false pre-

(Continued on page 16)



Transmission Case Die and Machine Tool for Working Same

Another Interior View of the John R. Keim Mills

tense bring down the money—but that isn't the end of it. Judas got his 30 pieces of silver, he even made a good real estate investment with it but in the end he paid it back with his life and such a load of infamy as has no parallel in history. Judas "got away with it," but he didn't get away from it. There is not a single transaction, good or bad, that is complete in itself. Life is not made up of events laid together as a track, rail after rail; life is a living strand, one moment coloring the next months, one act shaping all that follow. You can't do anything, good or bad, and have it end there. Suppose the lie does pass, suppose the deceit does work—that is not the end. The lie has made its maker more of a liar, the success of it has made him a more confident liar. The deceit has made its worker more deceitful, the success of it has helped deceive him into the belief that next time he can work a larger and more glib deception. The lie which he thought deceived the other man has really deceived himself: it has lied to him about the success of lies, and he believes it. It is only a matter of time then before he is tangled in the meshes of disgrace. Everything works toward daylight at last. Nobody ever "gets away with it."

You see, there is a natural law that regulates these things just as there are natural laws that regulate the return of the seasons. Men don't plant flowers in the winter, because they know that nature would defeat their intention. They don't refrain from planting flowers in the winter merely because some book tells them not to; they know the book advises what it does because the men who wrote the book know what nature's law is regarding such things. It is the same way with all moral planting. We do not refrain from deceit simply because a bible tells us to. A bible tells us not to use deceit because the man who wrote it found out what the law of the universe is with regard to lies, just as the writers of agricultural books found out what the law of the universe is with regard to grain. No man ever broke a natural law, and no man ever

can; the most that can be done is to break oneself against the law, and this is precisely what a man does when he practices deceit. Nobody else needs to bother with him, except in his own interest; the law of nature will take care of him.

That law is called the law of exposure. It is more effective than all the detective forces in the world. Indeed, the good detective only knows in what way the natural law of exposure is likely to manifest itself, and he watches for the signs. Nobody ever succeeded in "getting away with it" under that law. You might as well try to deceive the sun and the soil and the showers by planting a porcelain bean as try to "get away with" anything that is contrary to the natural law of rectitude. Nature punishes you twice, once by exposure and again by fixing in your habit of thought and action the particular kind of falsity which you vainly thought you were "getting away with."

The man who pretends to a knowledge he does not have, who tries to speak and pose as if possessing a wisdom that is not his, who thinks his "bluff" is better than solid acquisition, who imagines he can slide through without paying the price of effort, who fancies that "front" is better than foundation, who deludes himself that paint conceals a worm-eaten timber, that words veil an empty mind, that a lie disposes of a fact, that fine raiment makes up for an unclean body, that he can really "get away with it"—why, he himself is most hopelessly deceived. The very deception with which he thought to deceive others has turned on him and made him its most pitiable victim. Deception deceives only the deceiver, A lie fools only the liar. A "front" is seen through by all except the wearer.

The whole matter was illustrated by a recent occurrence in a down-town establishment. A clever, likable young man had just been discharged. "Why are you letting him go?" asked one boss of another. "I find he can't be

depended on," was the reply. "Yes," replied the first speaker. "And he was getting away with it, too." "But," said the second speaker, "the fact that I have just now let him go proves that he didn't get away with it." "He fooled you a lot, just the same," said the first. "Yes, I know he did," was the reply. "I had a good deal of faith in him. I took his first excuses and yarns as a matter of course. Then he became all excuses and likely sounding stories. He thought he got away

with some of his explanations, but a man can't live very long on explanations. Then I began to look into things myself. He had explanations enough, but—well, he didn't get away with them, that's all. The smoother he thought himself the easier he thought me."

Now, who was the fool in that case? Young fellow, be right and you won't have to "get away with" anything. The things you have to "get away with" will get away with you.

Here's a Convincing Ad


IT COST THE CITY of HARTFORD

40c.

To Maintain the **THREE FORD CARS**
Last Month for the Fire Department and
ONE CAR IS THREE YEARS OLD!

Someone said that they were too light, the city officials should have heavier cars so the taxpayers can spend more money for tires, etc.

HERE IS A FACSIMILE OF CHECK, WHICH TELLS THE STORY:

	CITY OF HARTFORD.	
	TREASURER'S OFFICE.	
	HARTFORD, CONN. MAY 7, 1910	No. 34369
PAY TO THE ORDER OF	ELMER AUTOMOBILE COMPANY	\$.40
40/100 ***** DOLLARS.		
TO THE PHOENIX NATIONAL BANK, HARTFORD, CONN.	<i>Ernest Beaman</i> CITY TREASURER.	

We save money for FORD OWNERS as we save it for the city. LIGHTNESS and QUALITY is the secret. Get a demonstration and you will buy no other.

FOUR-CYLINDER TOURING CAR COMPLETE, \$950.

TELEPHONE
1611-2.

Elmer Automobile Co.,

341 TRUMBULL
STREET.

Low Cost of Upkeep is one of the Strongest Ford Selling Arguments



1st Prize Ford



2nd Prize Ford

The 1910 Auto Carnival in Panama, South America

Here and There

Through the courtesy of the Guardia, Estripeaut Co., Ford Dealers in Panama, we are reproducing two photographs which they recently sent us. The pictures show two Model T Fords entered in the Floral Auto Carnival in Panama, in which they took first and second prizes. Mr. Guardia is the driver of the first prize car, while Mr. Estripeaut drives the second winner.

Speaking of auto registrations—a glance at a few of these reports will show that the Ford car is the most popular and where all the Model T's that we build are going. Registrations in Illinois for March show Ford in the lead with 167—nearest competitors 117. Illinois for April gives Ford first with 291—nearest competitor 231. Hats off to the Ford selling force in Illinois. Here's what the Northwestern Auto Co. are doing in Minnesota. In April, Ford led with 328—nearest competitor 275. For the first 12 days in the month of May, Ford is ahead with 65 sales. In South Dakota Ford registers 141 cars, with nearest competitor at 96. We could go on through nearly every State in the Union and the results would be the same—Ford in the lead, but as we are shy on space we will leave a few reports for future issues.

Short and Sweet: This brief testimonial was just received from Mr. Robert Bonner, of San Mateo, Cal., addressed to the Standard Motor Car Co., "Gentlemen:—My 1910 Ford is a dandy. She runs as steady as a first-class watch and almost as noiselessly as a bird flies."

Congratulations, Mr. Claude Miller! At a recent meeting of the board of governors of the Automobile Club of Washington, D. C., our dealer, Mr. Claude Miller, was appointed chairman of the membership committee of that body.

Is the smoke emitted from automobiles when fed too much oil, injurious to man's system? Physicians state that there are no harmful effects from the oil smoke; that it is not like that from bituminous coal, instead it is the burning of an oil which has been highly refined. It does not stain like coal smoke and can be inhaled without serious injury. Tobacco smoke is the nearest thing that it can be compared with, when it comes to speaking of its injurious effects.

We regret very much to hear of the death of Mr. Thos. B. Harper, one of our valued Ford dealers in Jenkintown, a suburb of Philadelphia. Mr. Harper was taken ill with pneumonia on Sunday, May 15th, and died after

a short illness of four days. The Ford Motor Company, and particularly the Philadelphia Branch, lose a very good friend through the death of Senator Harper.

Our traffic manager, Mr. W. S. Hogue, reports that from the first of January there have been 2257 freight carloads of Model T cars shipped out from the factory yards. Each carload holds from three to eight automobiles, and our records show 11,966 model T's shipped in five months.

The picture below shows Miss Edith Warner and her friend taking an afternoon spin in her model T Roadster. Miss Warner is the daughter of our dealer, Mr. C. D. Warner, of Watertown, N. Y. The picture was taken on the pinnacle of the Watertown City Park, which is a beautiful new park, having recently been donated to the city of Watertown. Miss Warner advises that she finds great pleasure in driving her Roadster and has taken many little week end trips throughout the surrounding country.

Personal Mention

Among the visitors recently received at the factory were Mr. Rhodes, of Fort Dodge, Ia., Mr. V. E. Ament, of Memphis, Tenn., and Mr. Edward V. Cohen, from London, England. These gentlemen were all taken thru our new plant and were greatly interested in the different processes in the manufacture of the Model T.

We seem to have visitors from all over the world. Last week, Mr. Norman Anstey, of Johannesburg, South Africa, and also Mr. E. G. Whiteaway, of London, England, were the guests of Mr. Couzens. These gentlemen are both enthusiastic Ford boosters and greatly enjoyed their Detroit visit.



An Afternoon's Spin in a Model T Ford

(Personal Mention—Continued)

Who should drop in on us last Tuesday, the 24th, but our good friend and Kansas City Manager, Mr. C. C. Meade. Mr. Meade and his wife are taking a short recreation tour thru the East, stopping a few days in Chicago and Detroit on their way to New York City. From the metropolis they will go down to Philadelphia, Atlantic City and Washington and thence home again to Kansas City.

Charley couldn't stay away from all that good Ford business very long—not even with his "better-half." "Gathering hay while the sun shines" has always been his favorite motto.

Mr. C. B. Spooore, Ford dealer in Union City, Michigan, came to see us on the 19th and brought with him four prospective buyers from out in his territory. A trip thru the new factory was arranged for the party and they greatly enjoyed seeing how the Model "T's" are made. Mr. Spooore advises us that the visit thru the plant proved very beneficial to him, as he sold two Model "T's" to two of his party and expects to close with the others soon after his return to Union City.

Mr. H. H. Taylor and Mr. Guyman of the Taylor Motor Co., our dealers

in Hutchinson, Kansas, came to Detroit last Thursday. The Taylor Company is numbered among our best Western Dealers. We were very glad to have these gentlemen at the factory and took pleasure in showing them our immense plant at Highland Park. After watching the big shipment of cars from the factory, Mr. Taylor was desirous of adding 100 cars to his 1910 estimates, but we were unable to comply with his request as we are not increasing any estimates just at this time.

The Ford Auto Company, of Baltimore, Md., recently sent on their Mr. R. F. Kaehler, one of the partners of the Company, to see about cars and contracts, and with him he brought a suit case full of Ford dope, to be taken up with Mr. Hawkins. In talking over the Ford situation Mr. Kaehler very enthusiastically declared "that there were more Fords sold in Baltimore than in Detroit." We were very careful not to tell this to Detroit Manager Tom Doyle, for fear he might run up to the factory and "start something" with our Baltimore friend. By the way, Mr. Kaehler was at one time connected with the Ford organization, which accounts for his overflow of ginger and enthusiasm.

An Automobile Wreck at Elizabeth, N. J.

Proves the Value of Vanadium Steel in the Ford Model T

THE real value of a substance or material is never actually proven until it has been submitted to the severest kind of a test. Such a test very often results in great loss or misfortune to the owner at the time but proves to be of inestimable value in showing the quality of the material involved.

Vanadium Steel is used in the axles, springs, and all working parts of the Model T Ford, and we have advertised and written chapters on the strength and shock-absorbing properties of this Quality Steel in Ford Cars.

Now comes the report from the various daily New York papers of a

collision between a heavy Kohler "40" touring car and a lightweight Model T Ford touring car, which more than proves the truth of all our statements in regard to Vanadium Steel and the general quality throughout of the materials and construction of Model T's.

The accident occurred just outside the town of Elizabeth, N. J. One of the machines was taking part in the around New Jersey reliability test.

Dr. Dallas, his chauffeur, and two other men were riding in a big Kohler "40" horse power car which was taking part in the reliability contest,

(Continued on page 22)

How to Use a Drag

By D. WARD KING, in Gas Power Age

THE successful operation of a drag involves two principles, which, when thoroughly understood and intelligently applied, make road working with this implement very simple. The first concerns the length and position of the hitch, while the second deals with the position of the driver on the drag. Each in-

met with which require special treatment, and in a rolling country, such conditions are not infrequent. Often a flat place several rods in length, or a seepy spot, needs special attention.

The distance from the drag at which the team is hitched affects the depth of the cutting. Shortening the chain tends to lift the front slab from the



The Log Drag in use on a muddy road. The two horsepower team as shown in the picture is fast losing its popularity and the automobile is taking its place

fluences the other to a large extent, and successful manipulation of the drag is dependent upon an understanding of both of them.

For ordinary purposes the snatch link or clevis should be fastened far enough toward the blade end of the chain to force the unloaded drag to follow the team at an angle of 45 degrees. This will cause the earth to move along the face of the drag smoothly and will give comparatively light draft to the team, provided the driver rides in the line of draft. Sometimes, however, conditions are

ground; a longer hitch causes the blade to cut more deeply. The length of hitch may be regulated by lengthening and shortening the chain at the end which runs through the hole in the blade end of the drag.

If small weeds are to be cut or a furrow of earth is to be moved, the doubletree should be attached rather close to the ditch end of the drag. The drag will now move nearly ditch end foremost, and the driver should stand with one foot on the extreme forward end of the front slab. This will swing the drag back to the proper

angle and cause the blade end to plow. This hitch requires slow and careful driving in order to prevent the drag from tipping forward. If the blade should plow too deeply as it may do in a wet spot, the driver should shift his weight toward the back slab.

If straw and weeds clog the blade they can usually be removed if the driver shifts his weight to a point as far as possible from the ditch or blade end. Similarly, if he steps quickly away from the ditch end, the load of earth may be dropped into a low place or mud hole.

Some attention should be given to the edge of the blade. In the beginning the average earth road requires no steel plate on the drag, though the drag will be better preserved if the steel is applied at first; at the end of a year's work if the dragging has been faithfully done, a steel plate will be needed. If the twist of the log is properly used or the three cornered strip of wood is placed under the blade as described in a former paragraph, a flat piece of steel will answer. In case the blade stands perpendicularly it should be slightly cupped when sharpened.

Usually, two horses are enough to pull a drag over an ordinary earth road. When four horses are used, they should be hitched to the drag by means of a four horse evener. The team should be driven with one horse on either side of the right hand wheel-track or rut the full length of the portion to be dragged, and the return made over the other half of the roadway.

The object of such treatment is to move the earth toward the center of the roadway and to raise it gradually above the surrounding level. While this is being accomplished, all mud holes and ruts will be filled, into which traffic will pack the fresh earth.

An Automobile Wreck at Elizabeth, N. J.

(Continued from page 20)

and were going in the direction of Rahway. The other machine was a Ford Model "T" bound for Elizabeth, and turned out from behind a delivery van directly in front of the big car.

Brier, the doctor's driver, said that he saw the delivery van approaching in the middle of the road and turned to the right, thinking to pass it. Just then, the Model "T," which he had not seen before, made its appearance from behind the van.

Taking a desperate chance to avoid the crash, Brier says he "made a short turn to the left, but as he did so the driver of the other auto turned in the same direction. The collision was head-on, and the fronts of both cars were smashed in, and the heavy "40" turned completely on its side."

One of the men in the car with Dr. Dallas and his driver was W. M. Eyerts of Montclair. The name of the other occupant could not be learned. He left the scene of the accident soon after the injured were removed. It is believed that he was picked up by another machine in the contest. Except for a slight shaking up he was not hurt. Eyerts escaped without a scratch.

In reporting the accident the next day the "New York American" says in part:

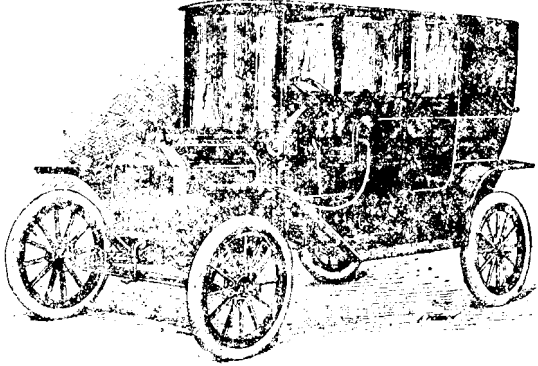
"The heavy "40" was completely crumpled to a mass of scrap iron by the impact with a Ford car owned by W. H. Mount of Kansas City, and bound for Newark, N. J. That the little Model T Ford stood the ordeal so well is considered a triumph for its 'Vanadium Steel' construction."

The "New York Tribune" in speaking of the collision says:

"The small amount of damage done the Ford which crashed into a contestant was remarkable, considering the relative weight of the two cars. It was generally thought that the Ford 'Vanadium Steel' construction saved the lives of the passengers in that car."

Clipped from a Foreign Paper

— ررررررررر
 - رررر رررر السجاية والنقطة الحديثة وبيع أساليب ررر
 عيون ويزور استعمالها للصغير والكبير نساء ورجالا (كذبة الاستعمال) موضحة باءارر .
 العلة لمن الزجاجاة الواحدة خمسة قروش صاغ توجد بمخازن الادوية وعموم الاحزانات



٣١٠ جنيه افرنكي سيارات لاندو طراز « فورد » قوة ٢٠ حصانا بأربع اسطوانات
 (سياندر) ترسل محل الاقامة خالصة كل المصاريف
 أكبر مصنع الاوتوموبيلات في العالم يصنع في العام ٢٥٠٠٠٠ عربة تقريبا من جنس واحد
 قوة ٢٠ حصانا بأربع اسطوانات (سياندر) وذلك ما يسمح لها بأن تبع بأثمان لم يسبق لها
 نظير حتى اليوم - وهذا نجاح عظيم في تجارة الاوتوموبيلات
 عربات لا صوت لها بلارة في غاية من الفعالية للاستعمال ذات خمسة مئاعد أخذ ما يصنع
 في آيادنا هذه وبذلك قوتها مساوية لقوة الاوتوموبيلات ذات الثلاثين حصانا من أي طراز آخر
 وتوفر ٦٠ في المائة من نصريف الهواء المشحون به الكاوتشوك تستهلك بقرش صاغ واحد
 عن كل ٧ كيلومترات
 ولا تمان تختلف من ٢٤٠ جنيهها الى ٣١٠ تما للشكل والكيلر خالصة المصاريف حتى محل
 الاقامة في حالة جيدة تسمح لها بالاستعمال
 - وكل عرباتنا مضمونة -
 يمكن للاستعلام عن البيانات من المخازن الكبرى ا. و. م. ساميلسن بشارع المناخ حيث
 توجد عربة لاندو « فورد »
 الوكيل العام للبلاد المصري - ا. عرييان وشركاه - باسكندرية

Can You Read It?

This is certainly A LAM

Chillicothe Auto Company

Office and Salesroom
87 South Walnut Street

Chillicothe, Ohio, May 21, 1910

Association of Licensed Automobile Manufacturers,
New York.

Mr. Alfred Reeves, Gen'l Manager.

Dear Sir—Your circulars relative to the Selden patent received. The writer is no longer engaged in the sale of automobiles, but soon hopes to be the fortunate owner of a Ford (which I believe you call unlicensed), in my opinion the best automobile in America for all kinds of service, regardless of price. It seems to me that some of you licensed (or trust) manufacturers must be of the same opinion, or else you would not have the "Gall" to put in circulation some of the literature with which you are trying to "bluff" the buying public.

When I purchase my Ford car, I don't want Mr. Ford or anyone else to give me an indemnifying bond to operate the same, as I feel that the Supreme Court of the United States will quickly see the injustice of your claim, and award to Mr. Ford such a verdict as will forever close the mouths of a lot of jealous minded manufacturers who are unable to compete with him in both price and quality.

In conclusion I desire to say that in the near future the American people will recognize in Mr. Ford the greatest manufacturing genius of the age, and his name will undoubtedly live in history as the man who gave them a "self-propelled vehicle" for all purposes that could be maintained at less cost than the upkeep of a horse, for the reason that he had the nerve to ignore the wishes of the "Selden Licensed Trust."

Yours very truly,

CHILLICOTHE AUTO COMPANY,
By W. H. Schilder.