

Ford

Ford

The



of Ford
Model
T







Birdseye View of Ford Plant Covering 45 Acres of Floor Space
Employing 4,500 Men—Turning Out 75,000 Model T's in 12 Months



*"Buy a Ford because it is a Better
Car, not because it is Cheaper"*
—Henry Ford

First Edition
December, 1911

Every third car sold in America
during 1912 will be a Model T

Ford

26 Reasons Why You Should Buy

AS an introduction to this, our 1912 Ford Souvenir Booklet, permit us to say a few words in explanation of the statement made at the top of the page. It has been estimated by automobile authorities that 225,000 motor cars will be built by American manufacturers during the present year. Out of this number the Ford Motor Company will build and sell 75,000 Model T cars, or one-third of the entire 1912 output of American motor car factories. Enormous as this statement may seem, it is an actual expression of a condition made possible by the ever increasing demand for Model T Ford cars. We therefore direct your attention in as simple and concise a manner as possible to 26 of the reasons for this world-wide popularity of FORD MODEL T—*The Car of All Countries.*

Model T
Touring
Car, \$690
f. o. b.
Detroit



Price
Includes
Complete
Equipment

"The Car of All Countries"

Permit us, now, to introduce
La Belle Cosmopolite—the *Ford*
Equipped for universal use
And by good motorists all adored!
Sir Visitor at our Auto Show,
Extend a reading ere you go!

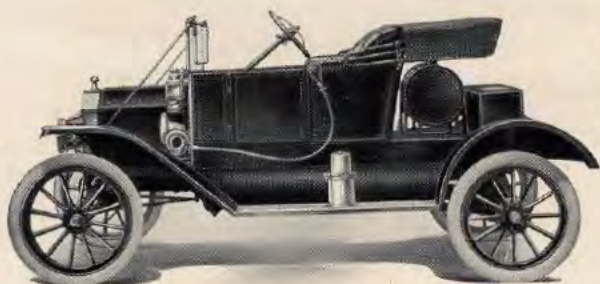
Arabs, Africans and Japs,
Chinese, Irish, Dutch and Swedes,

Cossacks, Swiss, a Pole perhaps,
Egyptian "fellahs," Danes, Medes,
Parisians, Germans, Russians, Jews,
Turks, Englishmen and doughty
Scots,

Oriental-habited Hindoos,
Unblushing Kaffirs, Hottentots,
Roumanians, Greeks, Austrians,

Calm "plebs" and "pluts" of U.S.A.
Obsequious South Americans,
Mauritians, Mexicans and say,
Polite Senors from Southern Spain,
Lords of the olive and the wine—
Into their hands and lands amain
Moves on our world-accepted line!
Efficiency of plan and plant,
Nothing half-done, and ways that please:
These make the *Ford* all-dominant,
Supreme at home and o'er the seas!

Model T
Torpedo
Runabout
\$590 f. o. b.
Detroit



Price
Includes
Complete
Equipment

Axles of Vanadium, tried
And tempered every road
to ride,
To willing wheels give
strength and stride.

* * *

Brakes, a dual system, serve
To stop you safe on slope
and curve
Without a single switch or
swerve.

* * *

Control that's instant to the touch,
And perfect COOLING (famed
as such)
Combine with certainty of
CLUTCH.

* * *

Differential, soft and fine,
Runs velvet-voiced in rain or shine
Thro' varying lands of palm and
pine!

* * *

Efficiency makes every part,
Equipped with rare, mechanic art,
Pride of the motor-maker's heart.

* * *

Fordcrafter-built is this *Ford* car
By aptest artisans that are,
Who never flaw, mis-shape or mar!

Model T
Commercial
Roadster
\$590 f. o. b.
Detroit



Price
Includes
Complete
Equipment

Gasoline—if driver must—
Runs every *Ford* thro' dew or dust
Full 25 miles—a gallon, just.

* * *

Heat, born in crucibles, intense,
Re-shapes the crude steel's
elements
To yield utmost resilience.

* * *

Ignition's subtle threads of fire
Strike life thro' each connection
wire
Swift as your suddenest desire.

* * *

Joyance of speed, the "open road,"
Sweet sound of streams, fain song-
bird's ode,
Are raptures by the *Ford* bestowed.

* * *

"King of the Hills," it still attains
The tallest peaks, the sandiest
plains,
Or "Fords" swift streams, thro'
storms and rains.

Model T
Town Car
\$900
f. o. b.
Detroit



Price
Includes
Complete
Equipment

Lubrication, without a doubt,
Is life of "Town" and "Runabout,"
Hence *Ford*s are doubly oiled
throughout.

* * *

Magneto, in the motor set,
The simplest mechanism yet,
Is each chauffeur's particular pet.

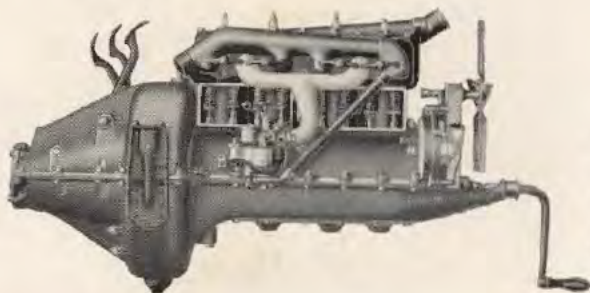
* * *

Natty—Neat—and Nobby: these
Are by-words sure to ease and
please
The owners of *Ford* Model T's.

* * *

Output fourscore thousand cars—
Organized like regulars—
Shows we've hitched up to the
stars!

Right side
of Model T
4-Cylinder
20 Horse-
Power
Motor



Valve Cover
Plates have
been Re-
moved to
Show Valve
Arrange-
ment

Model T
Delivery
Car, \$700
f. o. b.
Detroit



Price
Includes
Complete
Equipment

Power and Price—two more
“sweet P’s”

Within the garden of *Ford* T’s,
Exist, the people’s purse to please.

* * *

Q stands for **QUALITY** of work:
No faults or defects ever lurk
In *Ford*s to indicate a shirk.

* * *

Reliability sums all
Ford excellencies, great and
small,
That autoists so oft recall.

* * *

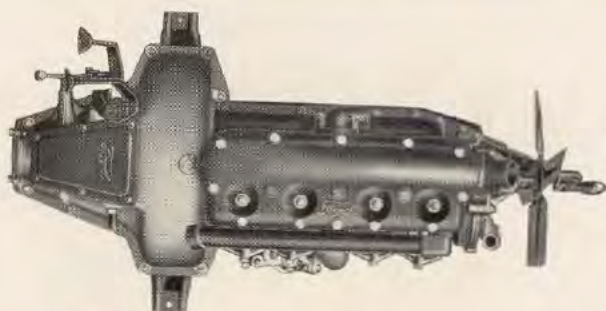
Steering gear thro’ all the year,
Your mad career to safely steer,
Acts evenly at front and rear.

Left Side
of Model T
Ford Motor



Showing
the
Simplicity
of the
En-Bloc
Motor

Top View
of Model T
Ford Motor



Showing
Removable
Cylinder
Head

Tops waterproof and adequate—
THREE-POINT SUSPENSION
bears all weight—
TRANSMISSIONS never
hesitate!

* * *

Ustands for **UNITS** four that
make
A car of ease from whence to take
Or reinsert, if aught should break.

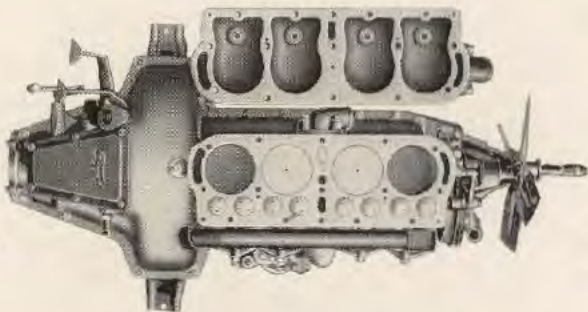
* * *

Vanadium's vital, virile ore
Gives doubled strength and
power, and more,
To steel that was but steel before.

* * *

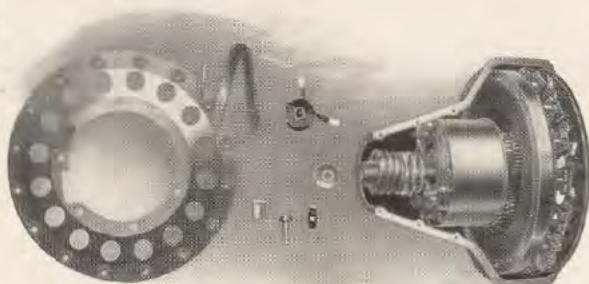
Weight plays its part in every
Ford,
Nor can its virtues be ignored
With half a score of friends on
board.

Cylinder
Head
Removed
from Motor



Pistons,
Valves and
Water
Jackets
are shown

The Special
Ford Model
T Magneto.
It is built in
as a part of
the Motor



A Single
Turn of the
Motor will
create
enough
Spark to
Ignite the
Charge
in the
Cylinder

X-ceptional they all agree,
Who to believe have but to see
Our showing of the Model T.

* * *

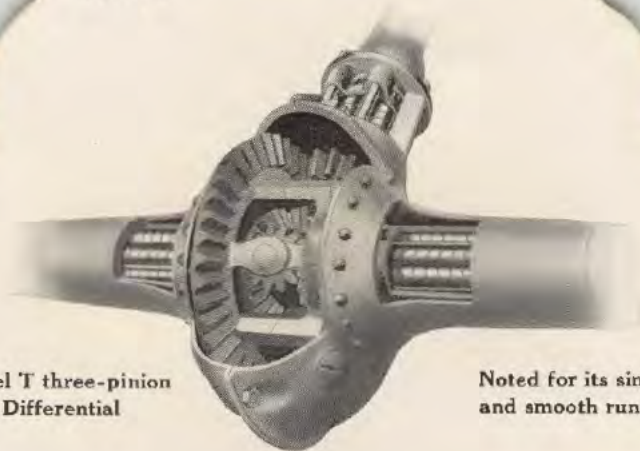
Y stands for one we're anxious to
Please and impress with what
we do
More than all others—and that's
YOU.

* * *

Zeal of workman, zest of owner,
Make both recipient and donor
Equal in the Eyes of Honor.

* * *

And so forth goes our car of
fame
To bear abroad to duke and dame
A world-wide knowledge of our
name!



Ford Model T three-pinion
bevel type Differential

Noted for its simplicity
and smooth running

Specifications

Motor—Four (4) cylinder, four cycle. Cylinders are cast en-bloc. Cylinder bore is 3¼ inches; piston stroke is 4 inches. Motor is rated at twenty (20) horsepower. Vanadium steel is used in all Ford crank and cam shafts and connecting rods.

Three Point Suspension—Each of the Ford Model T units is suspended at three points of the chassis.

Transmission—Special Ford Spur Planetary type.

Magneto—Special Ford Design, built in and made a part of the motor. No brushes, no commutators, no moving wires to cause annoyance on the Ford Magneto.

Lubrication—Combination gravity and splash system.

Cooling—By Thermo Syphon water system.

Clutch—Multiple steel disc, operating in oil.

Valves—Extra large, all on right side of motor and enclosed by two small steel plates, making their action absolutely noiseless.

Control—On the left side of car. Three foot pedals control high and low speeds, reverse, and brake on the transmission. Hand lever for neutral and emergency brake on left side of car.

Brakes—Dual System on all Ford Model T cars. Service brake operates on the transmission and is controlled by foot pedal. Expanding brake in rear wheel drums serves as emergency brake.

Springs—Both front and rear springs are semi-elliptical transverse, all made of specially Ford heat-treated Vanadium steel.

Tires—Front, 30 x 3 inches. Rear, 30 x 3¼ inches.

Final Drive—Ford triangular drive system with all shafts, universal joint and driving gears enclosed in dust proof and oil proof housing. Only one universal joint is necessary. The Final Drive of the Ford Model T is patented in all countries.

Front Axles—Of I-beam construction, specially drop-forged from a single ingot of Vanadium steel.

Weight—Touring Car, 1200 pounds. Others in proportion.

Wheel Base—100 inches; Standard tread 56 inches; 60 inches for Southern roads, where ordered. All Ford Model T cars will turn in a twenty-eight (28) foot circle.

Equipment—All Ford Model T's are sold completely equipped—no Ford cars will be sold unequipped. Standard equipment includes Top, Windshield, Gas Lamps, Generator, Speedometer, Three Oil Lamps, Horn and Kit of Tools.

Ford Factories

Ford Factory, Parent Plant, Detroit

Ford Factory, Walkerville, Ont., Canada

Ford Factory, Manchester, Eng.

Eastern Service Plants—Long Island City, N.Y.,
and Cambridge, Mass.

Western Assembling Plant
Kansas City, Mo.

Branch Houses

Atlanta	Hamilton, Ont.	New York
Boston	Houston	Omaha
Buffalo	Indianapolis	Paris
Cambridge	Kansas City	Philadelphia
Chicago	London	Pittsburgh
Cincinnati	Long Island City	St. Louis
Cleveland	Los Angeles	San Francisco
Dallas	Louisville	Seattle
Denver	Manchester	Toronto
Detroit	Melbourne	Vancouver
Fargo	Memphis	Walkerville
Hamburg	Montreal	Winnipeg

Foreign Department—18 Broadway, New York

Large Distributors and Dealers in all other Principal Cities

