

What the  
Motor Car  
Means to the  
Doctor

Rx

*Ford Motor Company*  
Detroit, U. S. A.

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*The Ford Model T*

You see them wherever you go  
And they go wherever you see them

## What the Motor Car Means to the Doctor

**A**S pioneers in the business, our eight years of motor car building has enabled us to acquire and compile very complete statistics on every question of importance in the manufacture and sale of automobiles. In view of the fact that we are one of the oldest and also the largest manufacturers of motor cars in the world (there are over 51,000 Ford cars in use today) we can say with authority that the physician and the surgeon have found the automobile a vital necessity, perhaps more so than any other class of men. We have decided, therefore, that every member of the medical profession who does not own a car will be deeply interested in the opinions and experiences of those who do, and it is the purpose of this little pamphlet to set forth briefly the innumerable benefits and usages of the automobile for your particular needs, and also to convince you of the general superiority and the special advantages of the Ford motor car.

To the doctor it is principally a question of the comparative utility of the automobile and the horse. Aside from these two, there is no other way he can call on his patients satisfactorily, as street cars are impracticable for various reasons, and walking is out of the question. The Ford, representing the highest development of the motor car, is another example of the inventive forces that must satisfy the constantly increasing and exacting demands of the world's progress. The ancient "One Hoss Shay" has

served its mission well, but it must give way to its more practical and efficient rival—the modern automobile.

The horse, however, has been the doctor's friend too long and too faithfully to be relegated to the background with the assertion that his usefulness is past, and it is our purpose, therefore, to submit a sufficient number of definite facts to prove conclusively that the motor car must inevitably displace the doctor's horse, for business purposes at least. These facts will also serve to demonstrate the no less important truth that the Ford is the superior of any other car in its design and construction, and that it is the lowest in price and the most economical to maintain.

To resume the subject of the automobile vs. the horse; the initial cost of the former is, of course, the greatest, with possibly a few exceptions. But the car will unquestionably pay for itself in the economy of time to and from calls, which means more calls and larger returns each day. It is true, however, that many physicians require two horses, and in this case their price will about balance that of the Ford car. On the other hand, the expense of keeping even one horse is greater than that of a Ford. If the number of calls made and the distance traveled each day were equal, the car would still have the advantage in economy of up-keep, but as the car will travel so much faster and so much farther in a day, a comparison of the cost of maintenance on a basis of efficiency would be overwhelmingly in favor of the Ford.

The evidence is ample and conclusive to support this statement, supplied by both the large number of practical tests which have been made, and the testimony of the thousands of doctors



who have adopted the motor car in place of the horse. If space permitted, and it were necessary, we should be glad to print all the letters we have received from our friends among the doctors who have become Ford enthusiasts, but the one we have selected is typical of all and just as effective.

Ford Motor Company,  
Detroit, Mich.

Gentlemen,—Comparative notes concerning the expense of an auto and horse and buggy have frequently appeared in the columns of the auto journals of this country. The following notes might be of interest to auto buyers, containing convincing proofs of a lower expense for the auto in comparison with the expense for one horse and buggy. I purchased my Ford runabout in August, 1909, and have used my car every day for sixteen months for professional and other purposes, such as drives in the country, etc.

The total expense from August, 1909, to December 31, 1910, was \$584, but upon inspection of the different items I find an entry of \$100 for fire and accident insurance and \$45 for a concrete floor, carpenter and electric wiring of my garage, leaving a balance of \$439 for sixteen months of continuous use. I find furthermore, that this item of \$439 includes the purchase of two new tires at \$45, of a new gas tank at \$22.50, of painting the car at \$25 and a pair of chains at \$8.00, thus leaving a

balance of \$338.50 for actual running expenses for sixteen months. This amount of \$338.50 I paid out for gasoline \$84.50, lubricating oil \$28.30, carbide, alcohol, waste cans, cups, new plugs, sponges, chamois, polish and repair work on the car and tires. The average expense of the car amounts therefore to about \$21.00 per month.

My expense for keeping but one horse and buggy has always amounted to an average of \$25.00 per month. If we furthermore consider the increase in the working capacity of an auto, the time saving factor and that the car does not have to eat, when at rest, the superior features of the auto are clearly proven.

Very truly yours,

Dr. Emil Aronson,  
Dallas, Texas.

It is not an uncommon occurrence for the Ford to travel 25 to 30 miles on one gallon of gasoline. Ford tires will last almost indefinitely unless injured by accident and a set will frequently carry a car 10,000 miles. Whether on perfect macadamized streets or the worst of country roads, the life of Ford tires is remarkable and their depreciation represents an expense of less than one cent per day. These are the only two items of up-keep worthy of consideration in the Ford—gasoline and tires. An ample supply of lubricat-



*Ford Model T Touring Car  
4-cylinder—20 horsepower—5-passenger  
\$780 including full equipment*

ing oil costs a trifle each month. The question of repairs can be eliminated because they are only necessary on the Ford in the event of an accident, from neglect or abuse, and the same is true of the doctor's horse and carriage.

In the practical tests that have been made every item of expense, however insignificant, was considered; the horse's feed, shoeing, veterinary services, cost of grooming, stable maintenance, including cleaning, light, heat, water, etc., and the wear and tear on harness and vehicle were carefully computed. With the motor car the gasoline and oil, life of tires, all repairs, expense of garage and general depreciation of the machine were noted. Also the speed and endurance of both the horse and car were given a severe test to ascertain their possibilities in an emergency as well as under ordinary conditions.

It was shown that the automobile had the best of the argument from every standpoint. The car could maintain a high rate of speed all day and all night if necessary. The average speed limit of the horse was ten miles an hour and he required a rest after going this distance. The car ran 40 miles an hour without taxing its powers and could keep up this speed hour after hour. The importance of this fact to the doctor is too evident to need argument. The matter of a few minutes frequently means life or death for the patient to whose side he is hurrying, and to those who are praying for his coming the swift motor car is an agent of mercy.

The horse must be allowed twelve hours out of twenty-four to eat and sleep; the Ford will run approximately 250 miles continuously on its one tank of gasoline. An urgent midnight call in winter means a delay of twenty minutes to harness the horse and a long, cold drive, severe on both man



*Ford Model T Torpedo Runabout  
4-cylinder—20 horsepower—2-passenger  
\$725 including full equipment*

and beast. The doctor who drives a Ford starts his engine in ten seconds, steps into his warm, snug car which shuts him in as closely as a pill box, makes his call and is back home again before he could have reached the patient with his horse.

The wealthy city surgeon who charges \$1,000 for mending a compound fracture of the medulla oblongata, may not be particularly interested in the economy involved in this subject, but he is profoundly concerned in wasting the least possible time, and when he is called away from his office for an operation or consultation, he finds his Ford an invaluable time-saver.

The country doctor, who does as much to relieve suffering humanity but receives less for his services than the city practitioner, appreciates the small monthly expense of his Ford, as well as the quick, comfortable trips that have replaced the long, tedious ones. He can make a great many more calls in a day with his car, which not only means more money for him but greatly increases his capacity to minister to the sick who need him.

The heavy, ponderous cars necessitate the services of a chauffeur to drive and keep them in condition. The Ford does not, and thereby eliminates a very large item of expense which must be considered in connection with some other cars. It is a pleasure to drive a Ford, because of the ease of operation and the simplicity of its control and steering mechanism, which we describe more in detail later.

Among Ford owners there are a great many professional men who are financially able to employ any number of chauffeurs, but prefer to drive and take care of their own cars. Driving affords them recreation and diversion without fatigue, and they find the exercise they need and an attractive hobby in the care of the engine and other duties. The Ford's power plant is so simple, so get-at-able, so interesting in operation, that most men welcome a few spare moments in which to polish, adjust, and tune up their cars.

Ford cars may be found in nearly every city on the globe, in thousands of smaller towns and some in places far removed from any civilized



*Ford Model T Open Runabout  
4-cylinder—20 horsepower—2-passenger  
\$680 including full equipment*

center, and every one is a credit to its name. The correspondence which has been accumulating for years from this vast number of Ford owners, would enable us to present an endless array of facts and data as further proof of the superiority of the automobile in general, and the Ford car in particular, over the horse or any other means of transportation for the doctor, but the question certainly needs no additional testimony.

The Ford motor car affords the quickest, surest, safest way to make your calls. It is the most modern way, if you care for appearances. It assures the greatest comfort under all conditions, and if you drive your own car, your cares are forgotten as long as you hold the wheel; you feel better, work better, and secure just the recreation and relaxation your long hours and strenuous work demand. The Ford car costs less to maintain than the horse or any other car, and as an investment it assures returns that are exceptional.

These are the salient reasons why the Ford car is an absolute necessity to the present day physician; in brief, why one is indispensable to you. We have only discussed the practical, business side of our subject, but in addition to its extreme usefulness to the doctor, the Ford offers him and his family all the benefits of pleasure-driving and touring that other people enjoy. The Ford is the only car a woman can drive with perfect ease and safety, and the wives of many physicians accompany their husbands on most of their trips and use the car for calls and shopping when not otherwise needed.

We are not content to rest our case. We hope we have convinced you of the definite, practical value of the Ford car for doctors. We also hope you are sufficiently interested to request our



*Ford Model T Roadster*  
4-cylinder—20 horsepower—3-passenger  
\$680 including full equipment

nearest dealer to show you a Ford and explain its operation in detail. If you do, the mission of this little booklet will be fulfilled. We know that if you go so far as to examine a Ford car, ride in it, drive it through sand and mud, up hill and down, and test the truth of all our claims, you will buy one.

We are sure you will find interesting the following brief outline of the essential features which differentiate the Ford from all other cars and combine to make it the best motor car on the market. The same general motives will influence your purchase whether it be a pair of forceps or a motor car. You prefer to deal with an old, reliable firm; you demand a first-class article, and the lower the price the better you are satisfied. We want you to know that you are assured of these three important conditions when you buy a Ford.

**THE COMPANY**—The Ford Motor Company is one of the oldest in the industry. Its business represents an investment of \$7,000,000, financed solely from its profits. It has no indebtedness whatever. So much for the responsibility of the concern behind the car.

**QUALITY**—The name Ford on a motor car stands for quality as definitely as the sterling mark on silver. The enormous demand for Ford cars has been due to their known quality, not to their low price.

**LOW PRICE**—As a low price usually suggests an inferior article, it is necessary that we explain how we are able to build the best 4-cylinder automobile on the market at a price that defies competition.

Henry Ford, the inventor of the car which bears his name, entered the field ten years ago with a single, definite purpose in view—to build a car that should be second to none in quality and efficiency, at a price that would be within the reach of everyone. His ambition has been fully realized. The new Ford plant, employing 4,000 men, covers 60 acres of working space and has a daily capacity of 300 cars. The output for 1911 will be 30,000 cars. 20,000 were built and sold in 1910. This enormous volume of business has made possible a quality car at a quantity price. An extremely small net profit on each car multiplied by the immense number sold, assures a satisfactory total profit each year.



**Ford Model T Coupé**  
4-cylinder—20 horsepower—2-passenger  
\$840 including 3 oil lamps, tubular horn and  
kit of tools



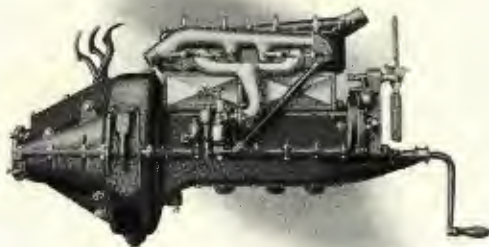
**Model T Town Car**  
4-cylinder—20 horsepower—6-passenger  
\$960 including 3 oil lamps, tubular horn and  
kit of tools

**SERVICE**—The above facts serve to explain how the Ford Motor Company is able to maintain a service for Ford owners that is extraordinary in its promptness and efficiency and world-wide in scope. The extreme strength and simplicity of Ford construction practically eliminates the question of repairs, but if an accident necessitates a new part it may be had from your nearest dealer with the least delay and expense to you. There is certainly a dealer in your immediate neighborhood, as we have one in nearly every small town throughout the country, in all the large cities, and twenty-five branch houses in the principal centers throughout the world. Each is under contract to carry a complete stock of duplicate parts.

**BODIES**—Six styles of Ford bodies are furnished—the Touring Car, Roadster, Torpedo Runabout, Open Runabout, Coupe, and Town Car, from which a car may be selected suitable for any climate, any season, town or country use, for any and all conditions. Many physicians own two cars, either a Touring Car or Roadster for summer use, and a Coupe or Town Car for winter.

**LIGHT WEIGHT**—The Ford is unusually light and the strongest car built, because it is practically constructed of Vanadium steel throughout, which is twice as strong and half as heavy as the best of other steels. Light weight means longest tire service, greatest economy in gasoline, and the ability to negotiate sand, mud and steep hills that defy the heavy car.





Ford Model T Engine  
4-cylinder—20 horsepower

**ENGINE**—The 4-cylinder 20 h. p. engine furnishes an excess of power, because of its light weight car.

**IGNITION**—The Ford ignition system must be seen to be appreciated. It avoids all the complicated, troublesome features of other makes, and is a remarkable adaptation of the alternating current, direct connected dynamo. A powerful spark is always assured and this reliability day or night is of vital importance to the doctor; his Ford is always ready when he is.

**CONTROL**—The Ford control is the easiest and safest of any. Both forward and reverse speeds and the service brake are controlled by foot pedals, therefore starting, stopping and reversing are accomplished without removing the hands from the steering wheel. The speed may be regulated with the spark and throttle levers just beneath the wheel, from a walk to 40 miles an hour. If a sudden stop is necessary, a pressure of the foot locks the wheels instantly. As a doctor must frequently drive at high speed, even at night, and over all kinds of roads, he must have a car that steers easily and is under absolute control for all emergencies. The Ford fulfilled these requirements better than any other.

We will not attempt a detailed description of the other important factors, as we trust our dealer will be given the opportunity to explain them to you, but we wish to say in conclusion that every part of the Ford car—its transmission, lubrication system, tires, brakes, every item of its equipment—is of standard Ford quality, the best that money and brains can produce. All metal parts, woodwork, upholstery, every detail is finished to perfection, and the style, refinement and good taste displayed throughout produce a decidedly handsome car.

## GENERAL SPECIFICATIONS

**BRAKES**—Two sets: (a) Service band brake operates on the transmission and is controlled by a foot pedal; (b) Emergency brake is controlled by hand lever at side of car acting on the drums of rear wheels.

**CLUTCH**—Multiple steel discs, operating in oil.

**CONTROL**—Three foot pedals. By pressing the first pedal "C" the slow speed is applied; by releasing, it is in the high speed. The center pedal "R" is for reversing the car. The third pedal "B" is the brake. The Ford Model T can be entirely manipulated either by use of the pedals or by the controlling lever at the side of the car.

**COOLING**—Thermo-siphon and fan.

**CRANK CASE**—Upper half integral with cylinder casting. Lower half of pressed steel and extended to form lower housing for magneto and transmission.

**EQUIPMENT**—The Touring Car, Torpedo Runabout, Open Runabout and Roadster include at the fully equipped prices, a top, automatic brass windshield, speedometer, two gas lamps, generator, three oil lamps, tubular horn and a kit of tools. The Town Car and Coupé equipment includes three oil lamps, tubular horn and tools only.

**FINAL DRIVE**—By cardon shaft with single universal joint to bevel drive gears in live rear axle. Ford three-point system (patented in all countries) with all moving parts enclosed in dust proof casings, running in oil. Vanadium steel throughout.

**FRONT AXLE**—One piece drop forging in I-beam section, specially heat treated Vanadium steel.

**IGNITION**—Alternating current magneto, but with no moving parts. Entirely enclosed as an integral part of the engine and running in oil. The Ford magneto always insures a powerful spark. No batteries or dry cells are required.

**LUBRICATION**—Combination splash and gravity system—simple and effective.

**MOTOR**—Four cylinders, four-cycle, 20 h. p., 3¼-inch bore, 4-inch stroke.

**SHAFTS**—Crank and cam, non-welded, drop-forged, heat-treated Ford Vanadium steel, with all surfaces ground to absolute accuracy.

**SPRINGS**—Front and rear, semi-elliptical transverse, all Vanadium.

**STEERING**—By Ford reduction gear system.

**TIRES**—Pneumatic; front 30x3 inches, rear 30x3½ inches. Standard makes. Best quality. Larger tires than ordinarily used for weight of the car, which means longest service and greatest comfort.

**TRANSMISSION**—New design Ford spur planetary, bathed in oil. All gears are of Vanadium steel, silent and smooth running in action.

**VALVES**—Extra large, all on the right side and offset.

**WHEEL BASE**—100 inches; tread 56 inches; 60-inch tread for Southern trade when ordered.

All prices are f. o. b. Detroit

# Ford Motor Company

General Offices and Main Factory

Detroit, U. S. A.

## BRANCH HOUSES

<b>ATLANTA</b> 311 Peachtree St.	<b>KANSAS CITY</b> 1608 Grand Ave.
<b>BOSTON</b> 147 Columbus Ave.	<b>LONDON</b> 57 Shaftesbury Ave.
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<b>CAMBRIDGE</b> 195 Massachusetts Ave.	<b>MONTREAL</b> 75 Union St.
<b>CHICAGO</b> 1444 Michigan Ave.	<b>NEW YORK</b> 1723 Broadway
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<b>CLEVELAND</b> 4400 Euclid Ave.	<b>PARIS</b> 144 Boulevard Péreire
<b>DALLAS</b> 1915 Commerce St.	<b>PHILADELPHIA</b> 250 North Broad St.
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<b>HAMILTON</b> 128 King St. W.	<b>TORONTO</b> 106 Richmond St.
<b>HOUSTON</b> 800 Walker Ave.	<b>WINNIPEG</b> 309 Cumberland Ave.
<b>INDIANAPOLIS</b> 526 N. Capitol Ave.	<b>EXPORT DEPARTMENT</b> 18 Broadway, N. Y. City

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The FORD MOTOR COMPANY, OF CANADA, Ltd.

Walkerville, Ontario