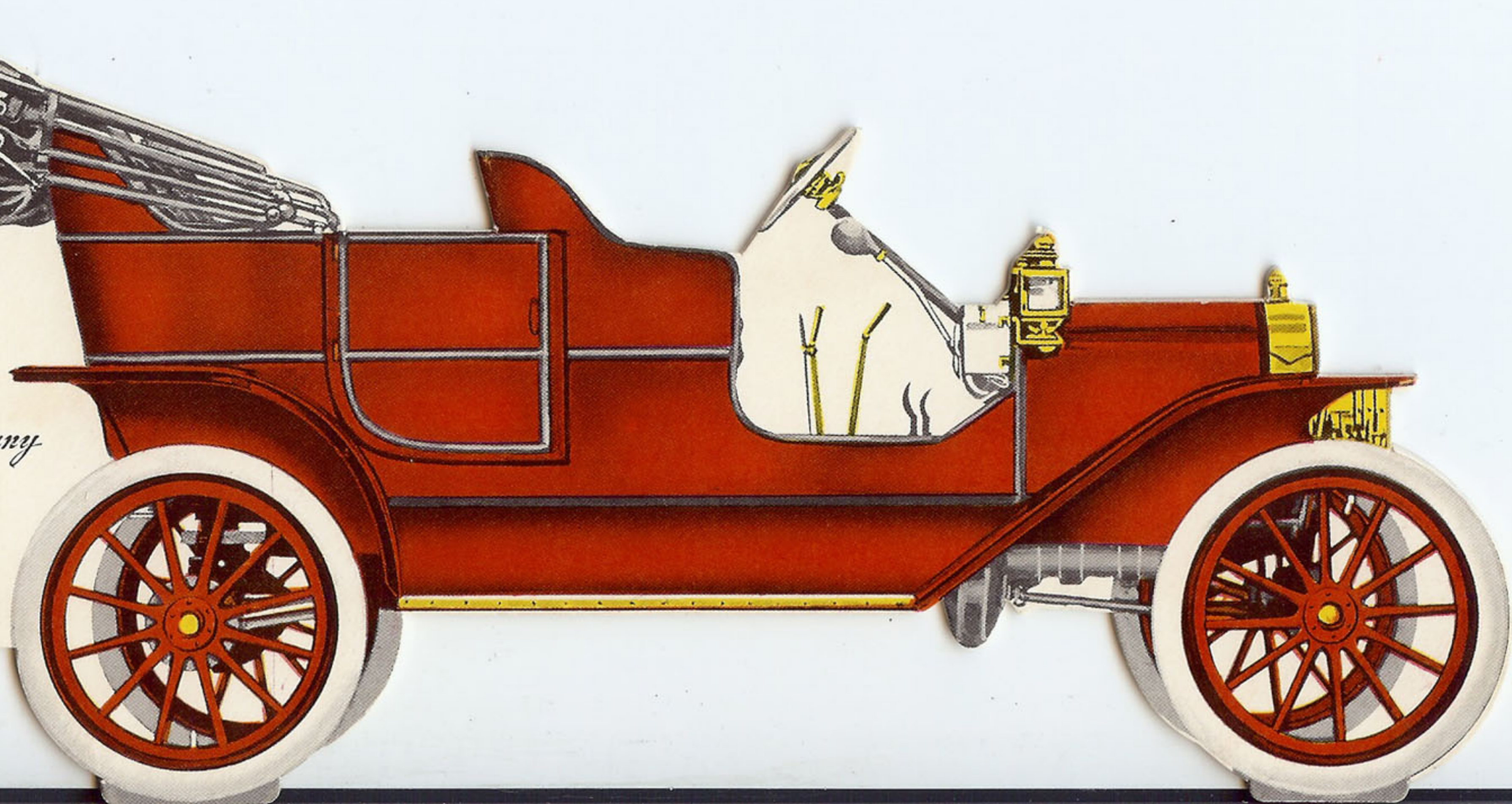


Model T

*Ford Motor Company*

Detroit, U. S. A.

Souvenir Booklet



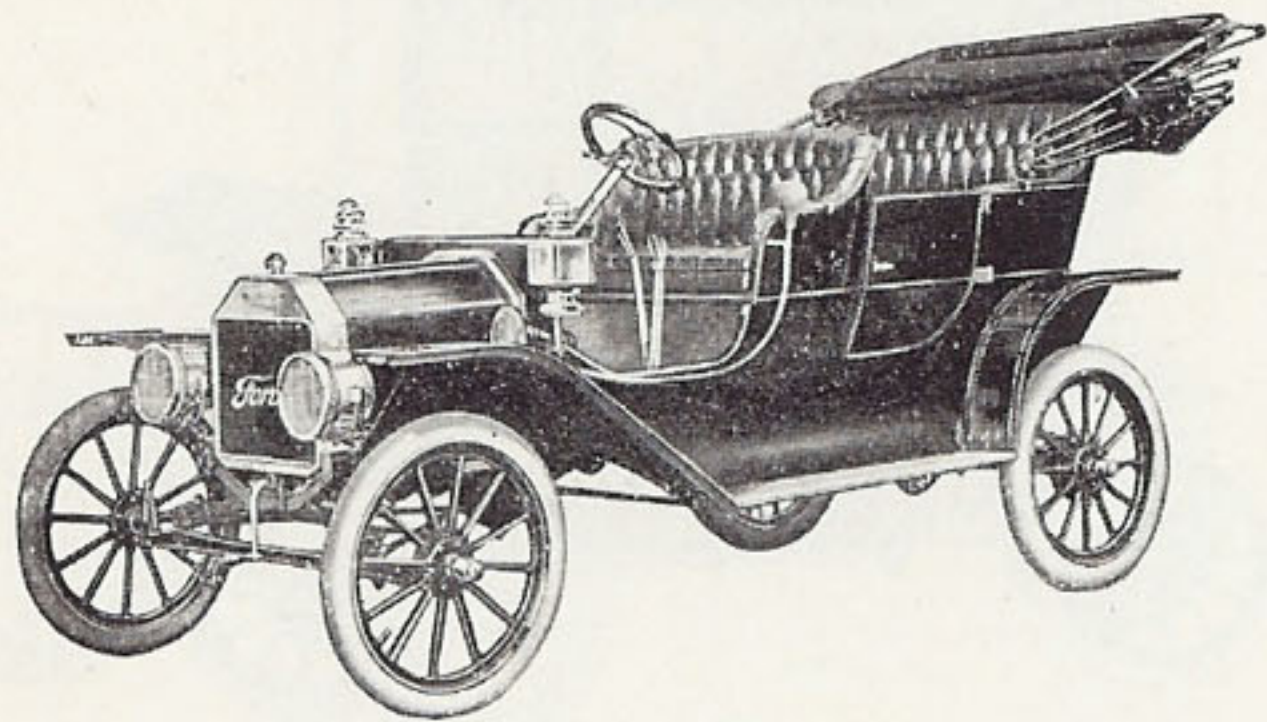


*Ford Motor Company*

### Introduction

This little booklet is devoted to showing various views of the Model T Ford Car and to a brief exposition of some of the features of this car. Its purpose is served when you keep it as a souvenir of this occasion as well as a reminder to write for complete catalog.

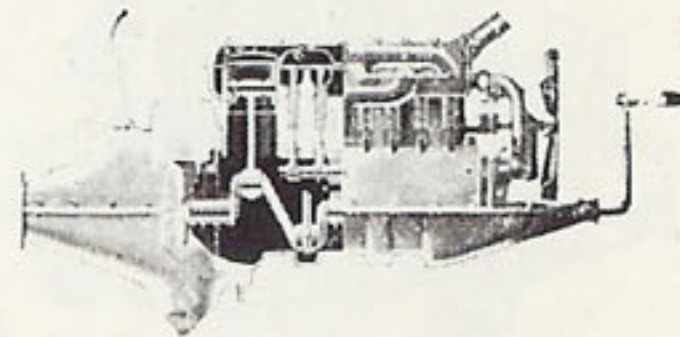
*Ford Motor Company*



Model T Touring Car  
\$850.00 f. o. b. Detroit  
4 Cylinder 20 Horse Power  
5 Passenger

## Unit Power Plant

The four cylinder, twenty horse power motor, the silent, velvety, planetary transmission, the new Ford magneto generator, the cooling system and the oiling system, are all made in one compact enclosed protected unit. The power plant is all in one instead of being scattered all over the car.

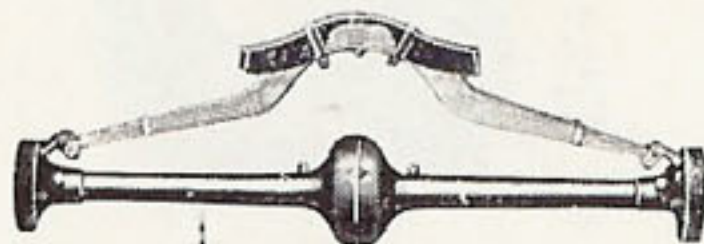


Unit Power Plant  
Semi-Sectional

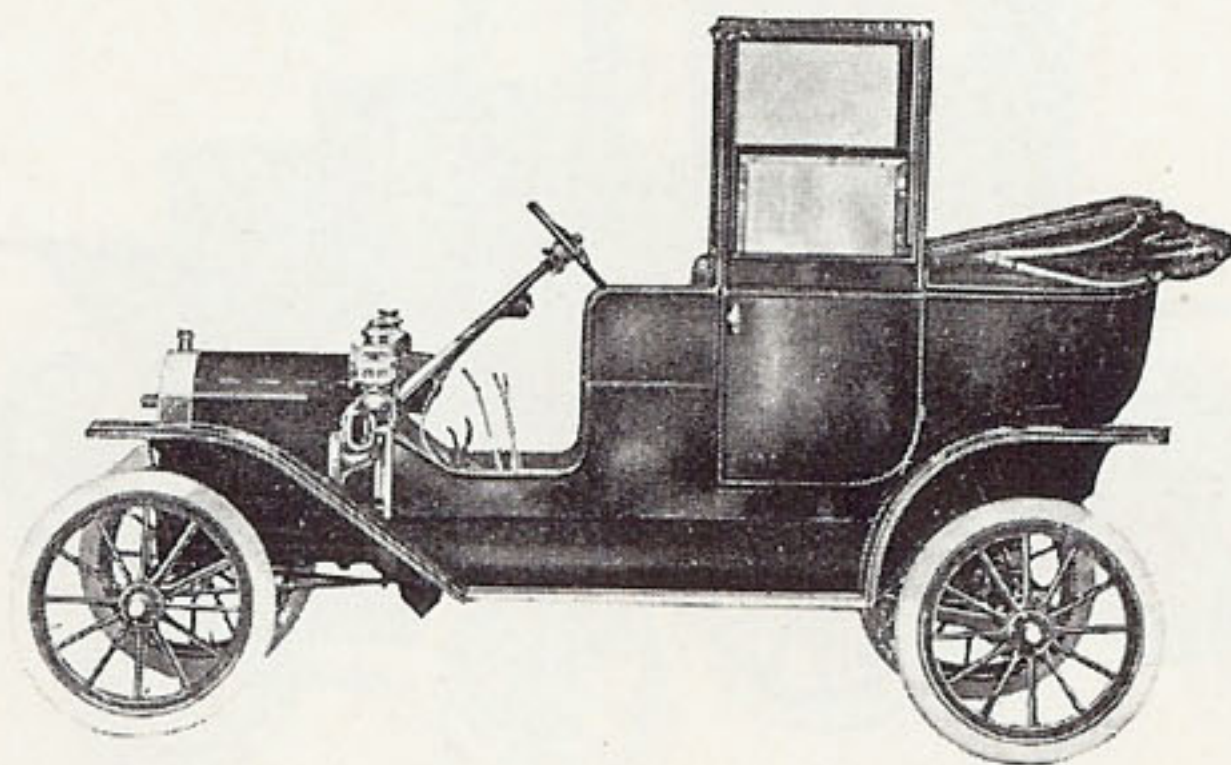
*Ford Motor Company*

## Springs

It will be noted that these Vanadium steel heat-treated springs are so mounted as to become practically a part of the frame. Because of the steel used and the method of construction, a strain that would put the ordinary spring on the junk pile will have no effect on these springs. Pronounced the easiest riding springs found in an automobile.

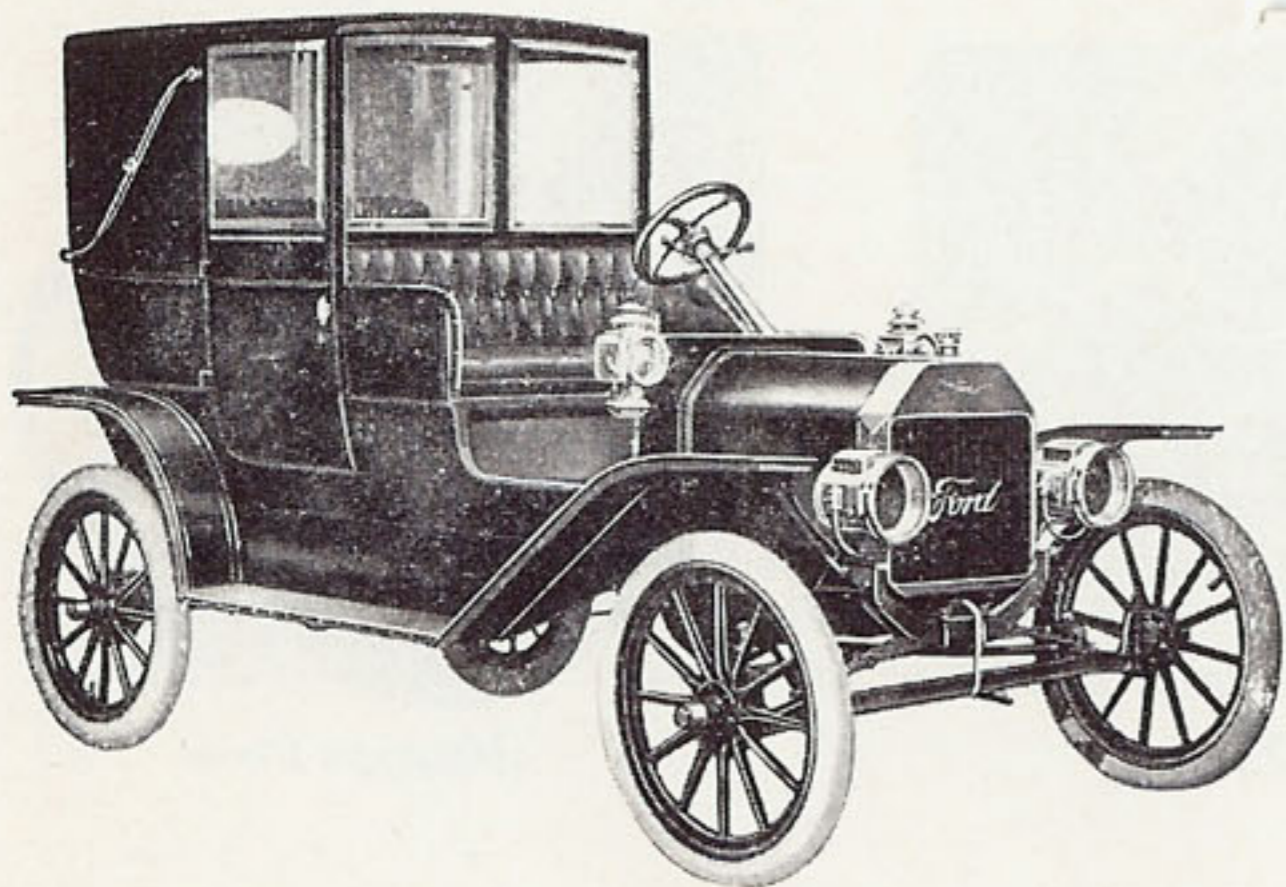


Springs



Model T Landaulet  
with back lowered

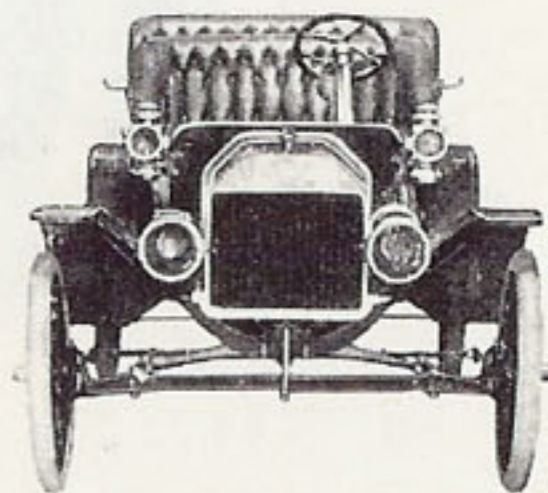
*Ford Motor Company*



Model T Landaulet  
or Taximeter Cab  
4 Cylinder 20 Horse Power  
\$950.00 f. o. b.  
Detroit

## Vanadium Steel

Vanadium steel, the strongest, toughest, most enduring special steel manufactured, is used in axles, springs, gears, brackets, pedals, brakes, connecting rods, shafts—wherever strength is required, even to nuts and bolts. Volumes can be written, and have been, on this now famous steel, sufficient to say it will outwear, outlast, outdo any other special steel 100 per cent.



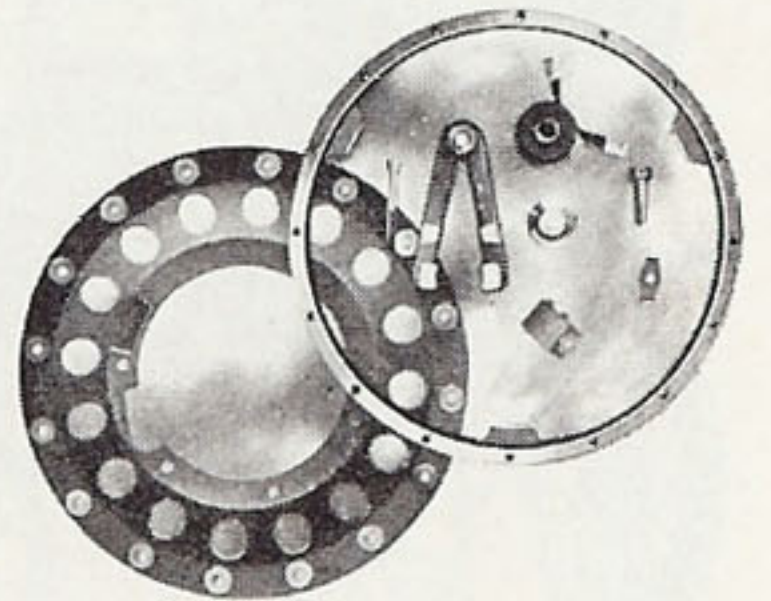
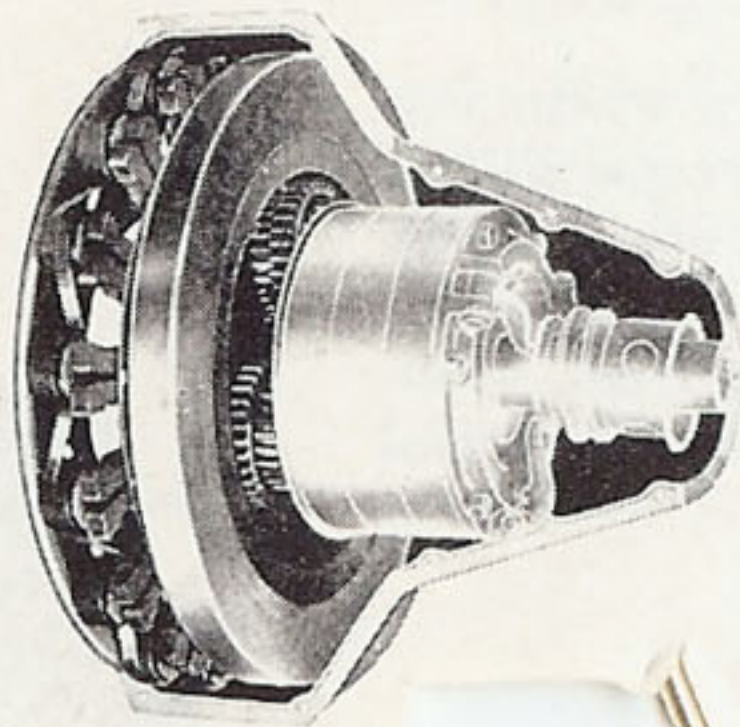
Coming Toward  
You

*Ford Motor Company*

## Magneto

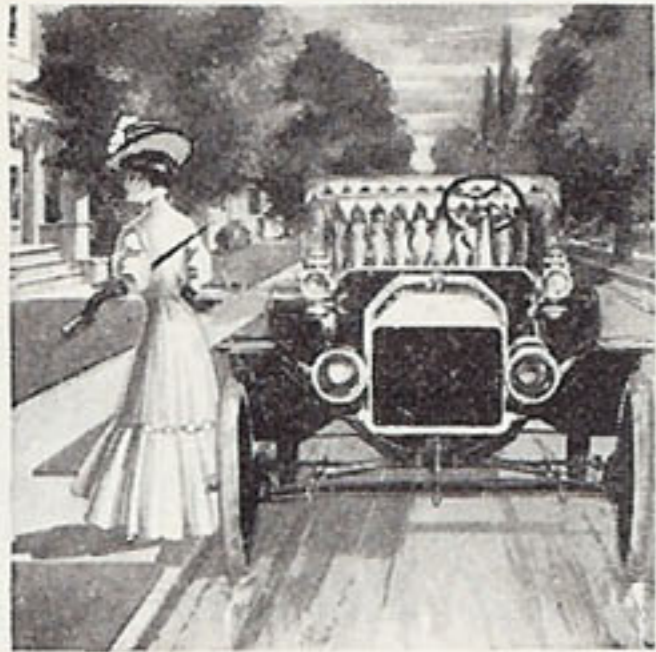
The Magneto or magneto generator furnished with every Model T car is a built-in part of the Power Plant—there are no belts, brushes, contact points, moving wires or commutator. The simplest magneto built and noticeable for the entire absence (which its use insures) of magneto troubles. Direct driven by engine shaft with the rotor a part of the fly wheel and the stator a part of the engine, it does its work as long as the engine runs.

Magneto  
Showing its  
Location



Magneto Parts

*Ford Motor Company*



This Way



Not This

## Left Side Control

Try the left side drive, note the pleasure of getting in and out of the car dry shod, of being able to see where you are going, of being in a position to know what the approaching car is doing, and you will wonder how with American road laws, the European idea of right side control ever gained a hold in this country.

**Other  
Specifications**

Steering—By Ford irreversible system.

Lubrication—Combination of gravity and splash.

Wheels—30-inch, 3-inch tires front, 3½-inch rear.

Wheel Base—100-inch.

Tread—56-inch; 60-inch where so ordered.

Weight—Touring car 1200 pounds.

Gasoline Capacity—10 gallons, 225 to 250 mile supply.

Hood—Hinged type.

Fenders—Enclosed full length of body.

Speed—3 to 45 miles per hour with high-speed clutch thrown in.

Equipment—Three oil lamps, gas lamp brackets and tube horn.

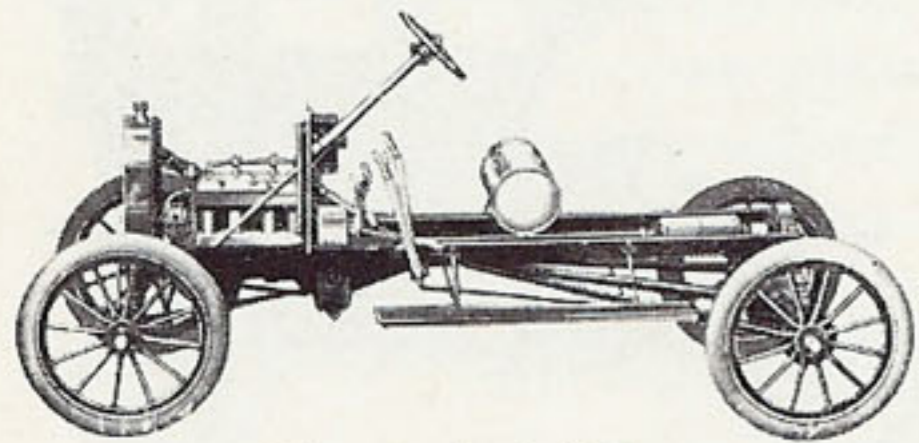
Touring car, roadster and tourabout ironed for top.

Interchangeable bodies.

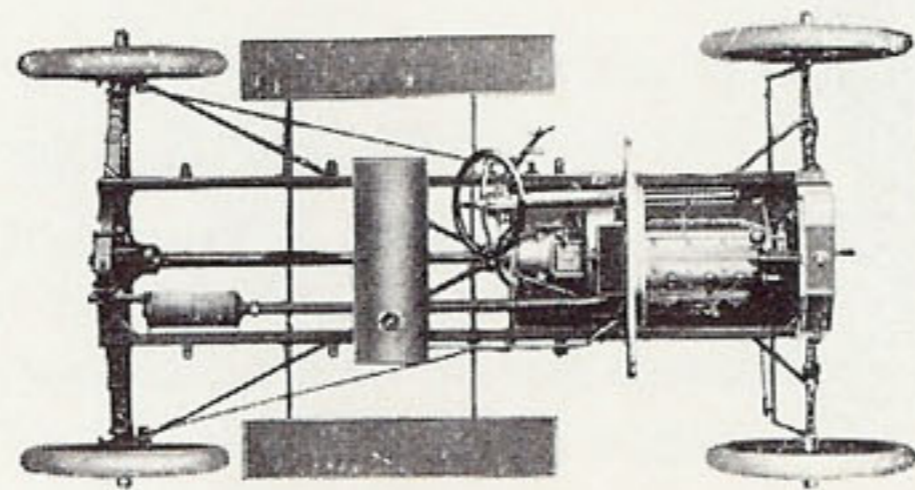
*Ford Motor Company*



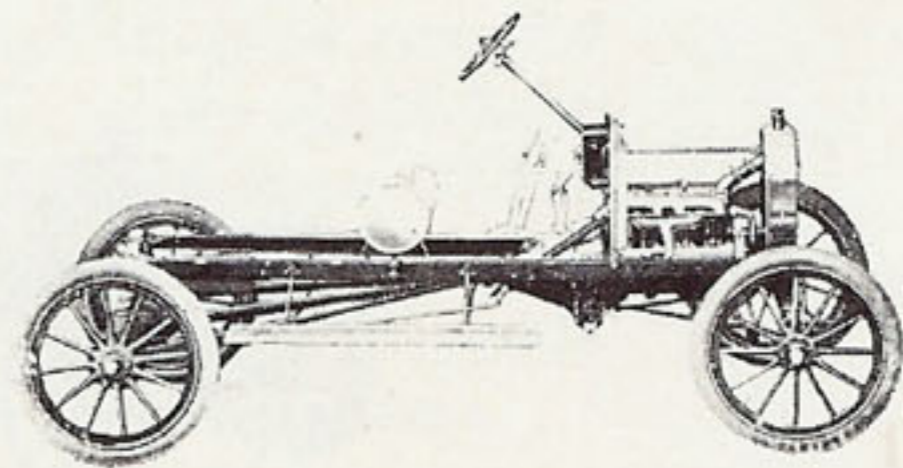
*Ford Motor Company*



Chassis, Left Side

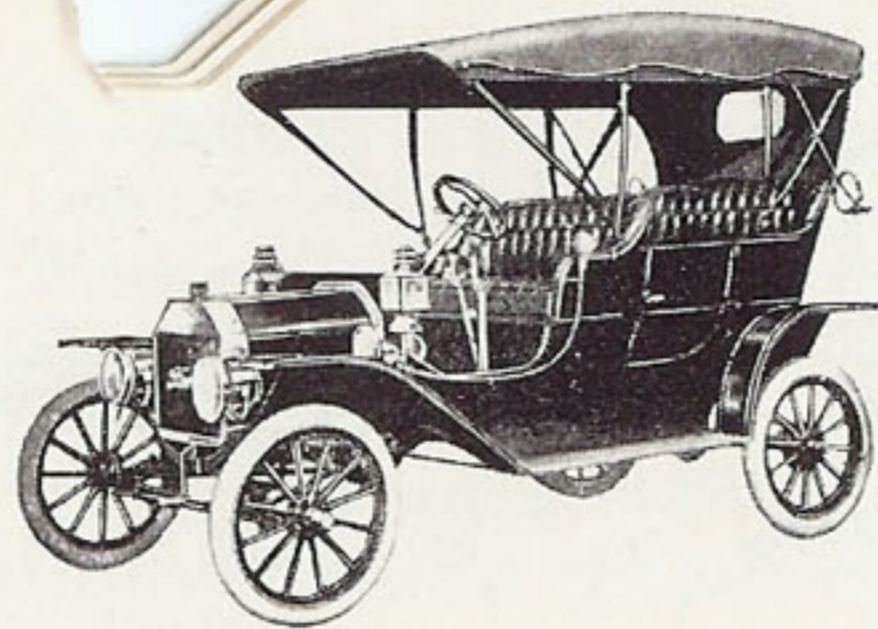


Chassis, Top

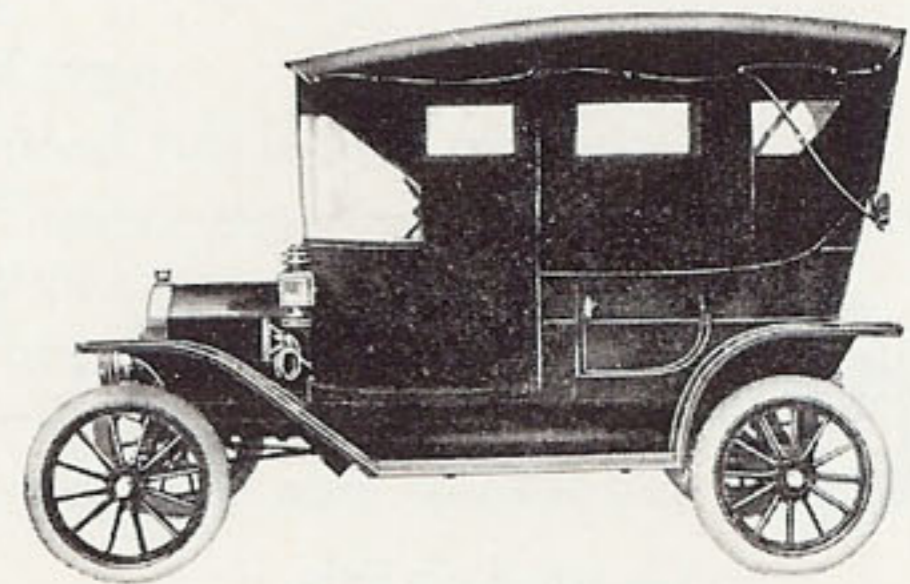


Chassis, Right Side

*Ford Motor Company*



Two Views of  
Model T Touring Car  
with Top



*Ford Motor Company*

### Your Guarantee

Remember this, there are 25,000 Ford cars in use today and they are all good cars, the users are pleased with them. If the cars were not highest grade there never would have been one-fourth as many sold. The same old company that made and sold these 25,000 cars is making and selling this Model T, the only touring car manufactured that the average man can afford, yet a car that looks well in the handsome garage of the millionaire, alongside the highest priced car. The imprint "Ford" is a guarantee of quality wherever it appears.



*Ford Motor Company*

### The Price

We make no apologies for the price. Any car now selling for several hundred dollars more could, if built in the Ford shops, from Ford design, by Ford methods and in Ford quantities, be sold at the Ford price if the makers would be satisfied with the Ford profit per car.

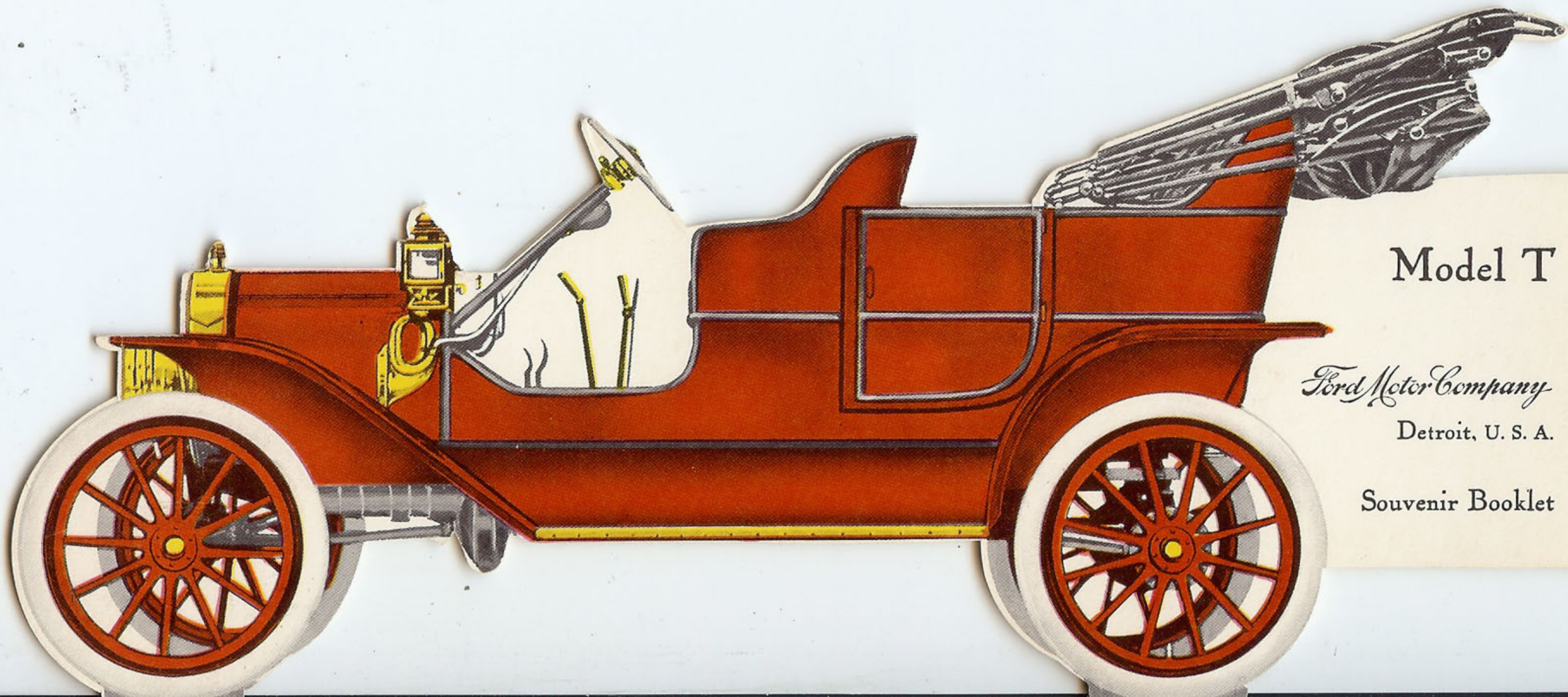


*Ford Motor Company*

Detroit, U. S. A.

Standard Manufacturers A. M. C. M. A.

High Priced  
Quality in a Low  
Priced Car



Model T

*Ford Motor Company*

Detroit, U. S. A.

Souvenir Booklet