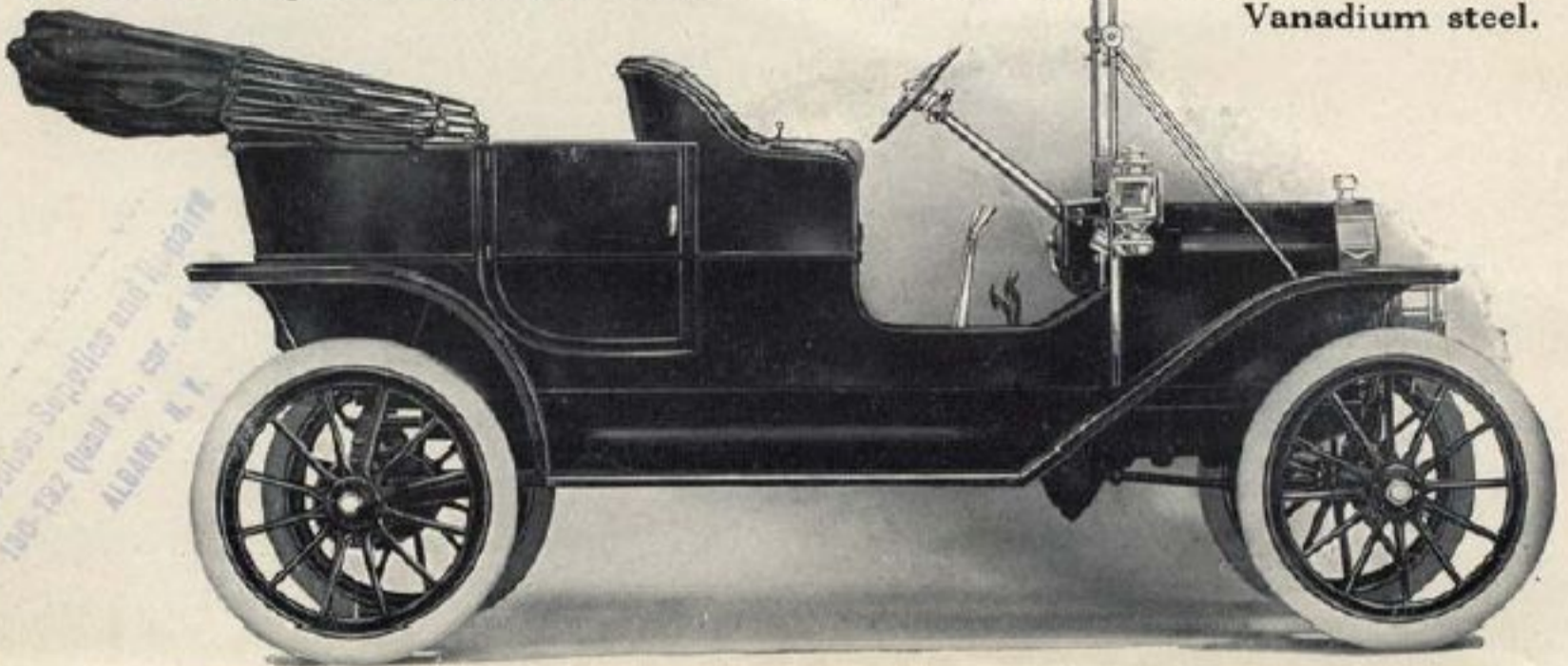


# In all the World No Car Like This!

The car of established quality—established value and low price. Backed by a company worth millions and completely organized. The lightest car in the world, size, power and capacity considered. The cheapest car in the world to buy and maintain—simplest to operate. The strongest made car in the world—a car of Vanadium steel.



## The Ford Model T Touring Car \$780

F. O. B. Detroit

Completely Equipped with Top, Wind Shield, Speedometer,  
Gas Lamps, Generator, 3 Oil Lamps, Horn

**W**ITH so many hundred different makes of automobiles from which to choose and each different in design, weight, price, size or reputation a prospective buyer is at a loss to decide which to select. It is the purpose of this folder to mention a few of the features of the Ford and the reasons that have been responsible for the popularity and enormous sale of this car all over the world.

We believe these facts will appeal to you as being applicable to your own automobile requirements, and because they are the actual experiences of more than 30,000 satisfied owners of this same Model T Ford car. They are worth your most earnest consideration.

### 1st.—Light Weight

The Ford Model T car weighs less than any other five passenger touring car manufactured. This light weight is secured by simplified construction, elimination of superfluous parts and the use of the highest grade of material. Quality not quantity is the true measure of strength. The Ford car is an all Vanadium Steel car. That is one reason it is not only the lightest car made but the strongest and will actually stand harder service. There has not been a pound of necessary weight sacrificed in the Ford, it weighs plenty for every need but there isn't any dead weight.

The New York to Seattle Race, in which a Ford car arrived first, proved the car to be right weight as well as to light weight.

### 2nd.—Price

Cost is the first consideration in the minds of many buyers. Price has sold a great many Ford cars but Ford quality has sold a greater number. The price of the Ford car is lower this year by many hundred dollars than the price of any other car nearly as good. The new price is nearer the price of the smallest of modern runabouts while the car has all the features and values of the much higher priced and so called big cars. It is the lowest price 4 cylinder Car in the World. This price is the result of a combination of Ford "know how," enormous output, small



profit per car and inexpensive manufacturing and sales methods. Up to October 31st, 1910, 30,358 Model T Ford cars had been delivered. During 1911, 30,000 more will be built. All the experimenting has been done and paid for, all the special machinery has been bought and the cost distributed. There is nothing now but automobile cost in the Ford Price and the car is better than ever.

### 3rd.—Reputation

The Ford Car is backed by a Company worth millions. Reputation and financial ability count. The Ford reputation is your guarantee. Ford cars have demonstrated their superiority. There have been over fifty thousand of the various models manufactured to date. A Ford buyer is not experimenting, he is not buying a visionary success, a paper car or a capitalized advertisement. He buys an automobile that eight years of manufacturing has built up and improved. The Ford is favorably known in every country of the world. It sells in Europe in direct competition with the best of Europe's manufacturers. It sells in South Africa or South America or the Far East in spite of or because of the inferior roads. It sells wherever civilized man is found because the past has proven that Henry Ford knows how to and does build the best all around automobile for practical every day service everywhere.

### 4th.—Cost to Operate

It takes a large sized income to run a heavy car. Excess weight is hard on tires, uses extra gasoline and oil and calls for bigger, costlier repairs. Because of the light weight plus the scientific design a Ford car will average more miles per set of tires, more miles per gallon of fuel, more miles per dollar of repair expense than any other touring car made. That is a strong statement but is made only after Ford users have repeatedly assured us of its truth. 25 to 28 miles per gallon of gasoline, 5,000 to 8,000 miles per set of tires, \$5.00 to \$15.00 per month total expense, these are the figures our customers tell us are correct.

The tires on the Ford are bigger in proportion to the weight of the car than the tires of any other touring car manufactured. In the same way the brakes are larger, horsepower's greater and life longer. We have the figures to prove this.

### 5th.—Ford Service for Ford Owners.

The car on the road means as much to us as the car in the sales room. This is the "why" of Ford service for Ford owners—the first and most complete service in the automobile industry.

Ford service for Ford owners is as extensive as the Company's Sales organization which covers the world. Ford dealers number into the thousands. Ford Branch Houses are established in all the

leading cities in the world. Fifty miles in almost any direction in this country brings you to a Ford dealer and supply depot.

Ford sales contracts with dealers stipulate that each must carry an adequate stock of Ford repair parts which means that any Ford owner in any part of the country can secure replacements almost immediately. Every Ford Branch carries a full stock of repair parts—as complete in proportion as the supply at the Factory.

We have established two big distributing plants, one at Kansas City and another at Long Island City for the purpose of completely extending Ford service for Ford owners.

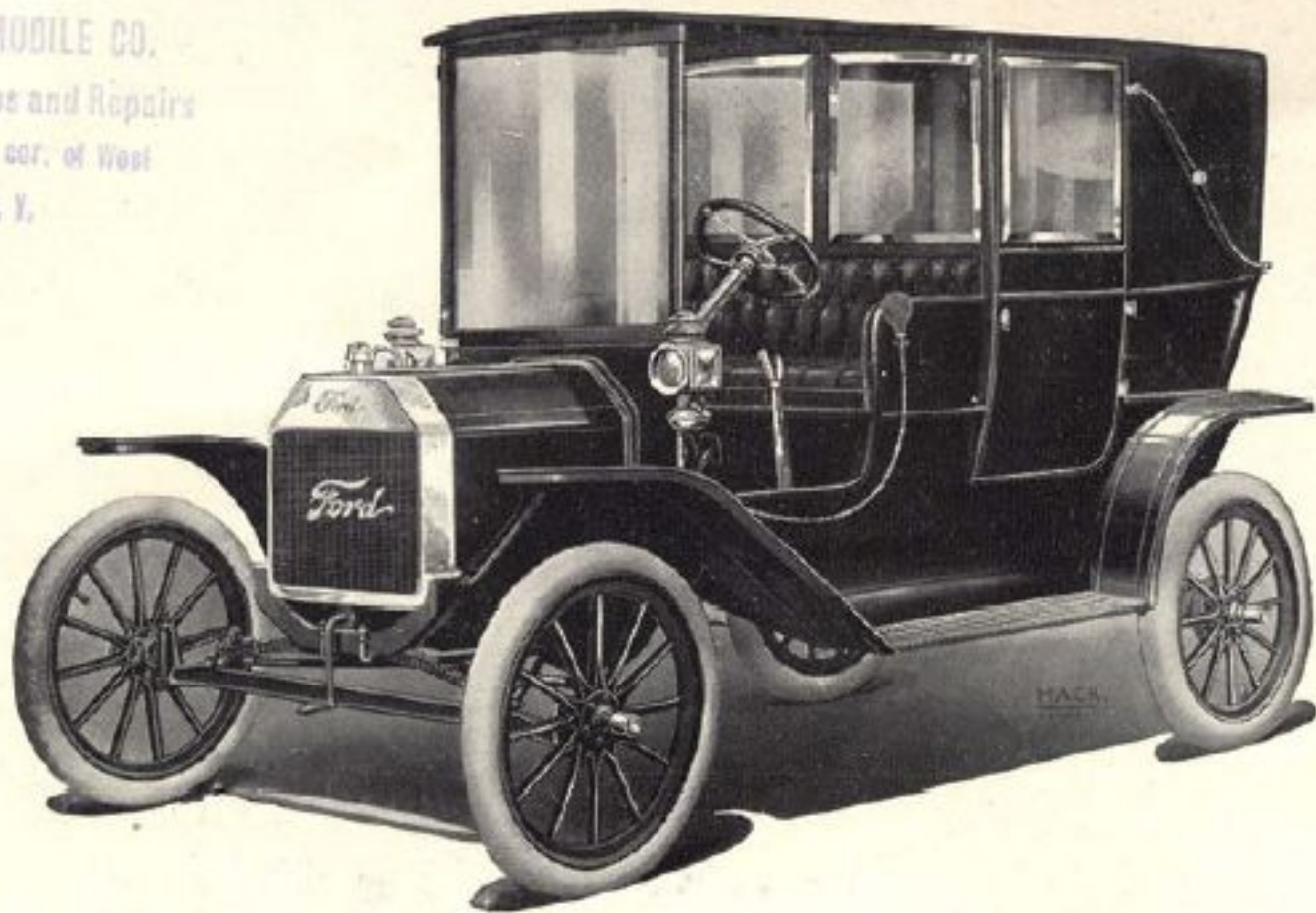
Every Ford Model "T" owner knows exactly what repair parts will cost him. At the time of purchasing his car he is supplied with a complete parts price-list in which every individual part is individually priced.

The Ford Model "T" is the reflection of the personal integrity of the company behind it. The organization personnel and policy of this Company is the same today as on the day of its organization eight years ago. Greater assurance of satisfactory service cannot be given to the buyer of any motor car than the service which goes with the Ford.

Surely the Ford is the car you want. Make arrangements with the nearest Ford dealer or Branch for a demonstration.



CENTRAL AUTOMOBILE CO.  
Automobile Supplies and Repairs  
130-132 Quail St., cor. of West  
ALBANY, N. Y.



## Ford Model T Town Car \$1,200

**T**HIS car has found a very large sale wherever conditions are such as to demand or make convenient a closed car. In countries where the rainy season lasts for a long time this car is popular. It offers all the conveniences of a high priced limousine and at a very low price. It is also largely used as a taxicab, the initial investment being low and the profits therefore greater. It will comfortably seat four inside and two in front or six including the driver. All the appointments are high class. It is especially suited for narrow streets and deeply rutted roads as it will turn in a 28 foot circle and has a very high clearance. This also applies to all styles of the Model T Ford car.

## The Coupe \$1,050



For wet or wintry weather, for professional and business men for any condition that is more conveniently met with a car that encloses the passengers, the Ford Model T Coupe is recommended. This car is fine appearing, has very handsome lines and is always ready for all sorts of

service. This body is interchangeable with the touring car or any other style here illustrated.



# The Roadster \$680

A fine car for business purposes or for the pleasure of small families. The chassis is the same as that of the touring car. All Model T Ford cars have the same chassis, but this body supplies a demand for a run-about type of car and at the same time offers either extra seating capacity or by removing the rear seat gives room for carrying packages, a trunk or other articles. The tourabout has the double seat instead of the single and this seat is also removable and can be replaced by a flat deck and rail.



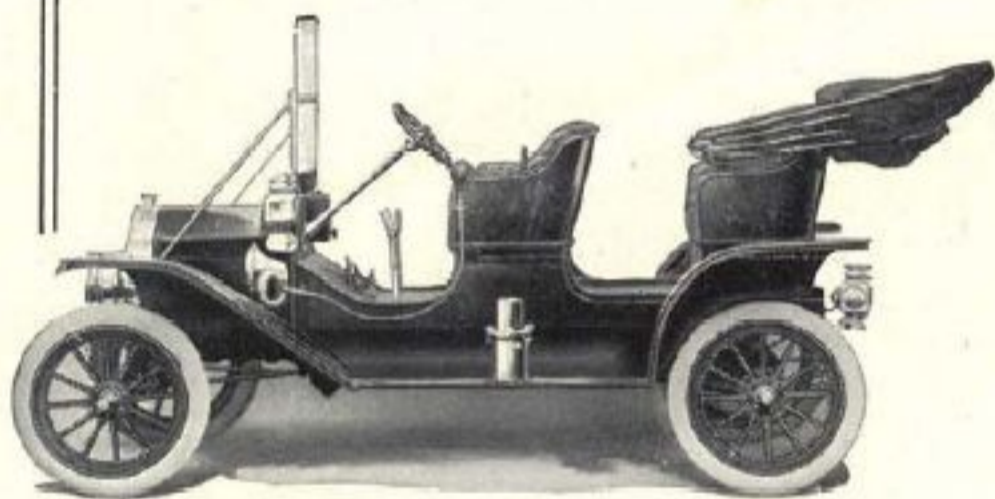
## Principal Specifications

**Equipment.** — The Touring car at \$780.00, Tourabout at \$780.00 and Roadster at \$680.00 are equipped with the following—top, wind shield, speedometer, gaslamps, generator, 3 oil lamps and horn.

The Town Car at \$1200 and Coupe at \$1050 include 3 oil lamps and tubular horn.

**Engine.** Four cylinders, 4 cycle, 20 H. P.,  $3\frac{3}{4}$ " bore, 4" stroke with cylinders cast en-bloc and in one piece with upper half of crank case. Entire water jacketed cylinder head detachable making it easily accessible for cleaning, repairing or adjusting all valves, pistons and cylinders. Lower half of pressed steel crank case is extended so as to house magneto, flywheel, transmission and universal joint forming an oil tight, dust proof one piece casing for the entire power plant unit. This is the simplest engine ever designed for automobile purposes.

**Magneto.** The magneto is built in as a part of the engine. The rotary member attached to the flywheel and is a part of the weight of the flywheel. The car starts on the magneto, no batteries are required. There are no brushes, no contacts, no moving wires, no friction surfaces, nothing to get out of order.



The Tourabout \$780.00

**Control.** The control is very simple. One pedal operates all forward speeds, a second pedal works the reverse and a third is for the brake. So simple is this control that the driver can instantly stop, start or back up without taking his hands off the steering wheel. The speed of the car "on the high" ranges from 4 to 45 or 50 miles per hour.

**Cooling and Lubrication.** Cooling is by Ford Thermo syphon system with radiator of ample capacity, water jackets of large size, few joints and abundant circulation. It's a cool car for hot weather. Lubri-

cation is by a combination of splash and gravity. Every part of the engine, magneto and transmission runs in an oil bath and mechanically oils itself.

**Miscellaneous.** Wheels are 30" with 3" tires in front and  $3\frac{1}{2}$ " in the rear—tread is 56". Wheel base 100" clearance at longest point, 11" drive by shaft through one universal joint to differential on rear axle enclosed in one piece oil tight housing. Spring suspension by two transverse elliptical springs of special design peculiarly hung to give the easiest riding imaginable.

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