





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

**A**S 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"*

**P**ermit us, now, to introduce  
**L**a Belle Cosmopolite—the *Ford*  
**E**quipped for universal use  
**A**nd by good motorists all adored!  
**S**ir Visitor at our Auto Show,  
**E**xtend a reading ere you go!

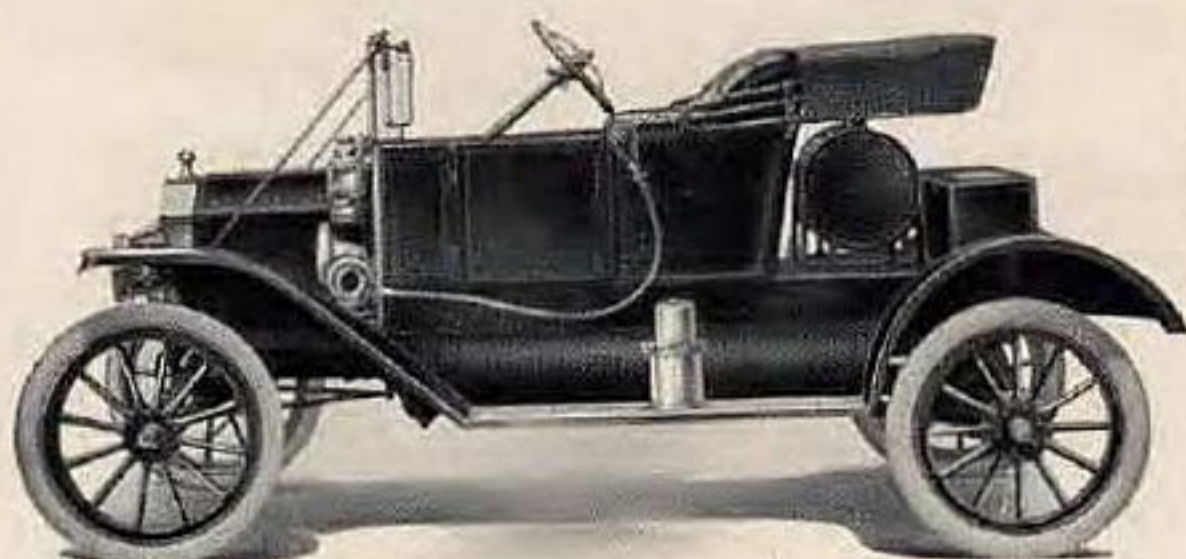
**A**rabs, Africans and Japs,  
**C**hinese, Irish, Dutch and Swedes,

**C**ossacks, Swiss, a Pole perhaps,  
**E**gyptian "fellahs," Danes, Medes,  
**P**arisians, Germans, Russians, Jews,  
**T**urks, Englishmen and doughty  
Scots,

**O**riental-habited Hindoos,  
**U**nblushing Kaffirs, Hottentots,  
**R**oumanians, Greeks, Austrians,

**C**alm "plebs" and "pluts" of U.S.A.  
**O**bsequious South Americans,  
**M**auritians, Mexicans and say,  
**P**olite Senors from Southern Spain,  
**L**ords of the olive and the wine—  
**I**nto their hands and lands amain  
**M**oves on our world-accepted line!  
**E**fficiency of plan and plant,  
**N**othing half-done, and ways that please:  
**T**hese make the *Ford* all-dominant,  
**S**upreme at home and o'er the seas!

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



Price  
Includes  
Complete  
Equipment

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

\* \* \*

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

\* \* \*

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

\* \* \*

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

\* \* \*

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

\* \* \*

**F**ordcrafter-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

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

\* \* \*

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

\* \* \*

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

\* \* \*

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

\* \* \*

**"K**ing 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

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

\* \* \*

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

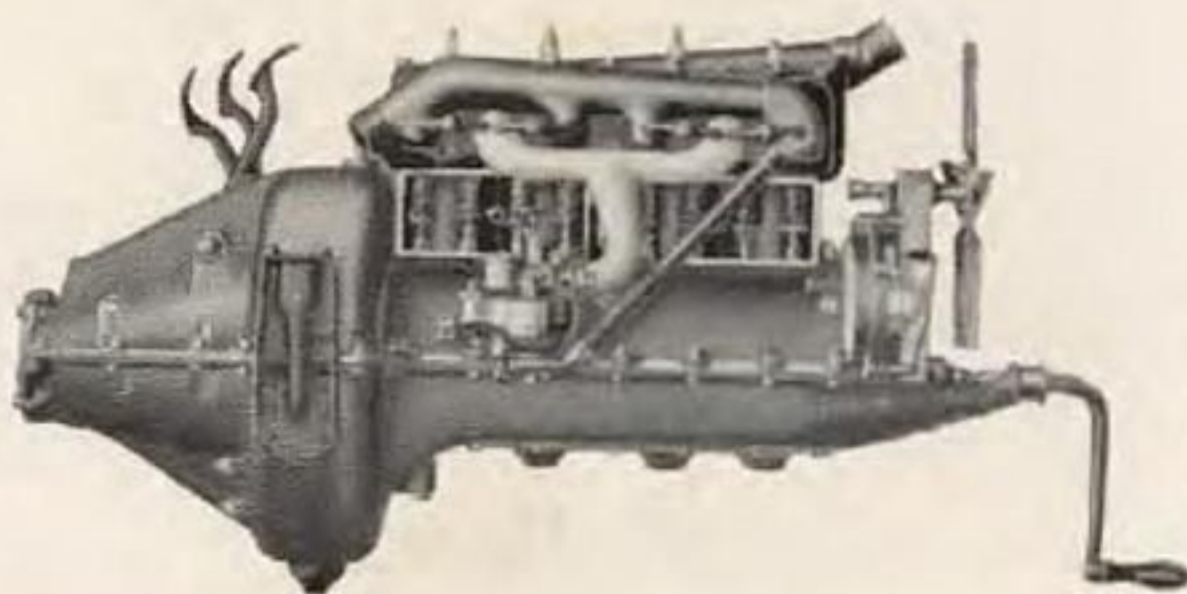
\* \* \*

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

\* \* \*

**O**utput 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

**P**ower 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.

\* \* \*

**R**eliability sums all  
*Ford* excellencies, great and  
small,  
That autoists so oft recall.

\* \* \*

**S**teering 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

**T**ops waterproof and adequate—  
**THREE-POINT SUSPENSION**  
bears all weight—  
**TRANSMISSIONS** never  
hesitate!

\* \* \*

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

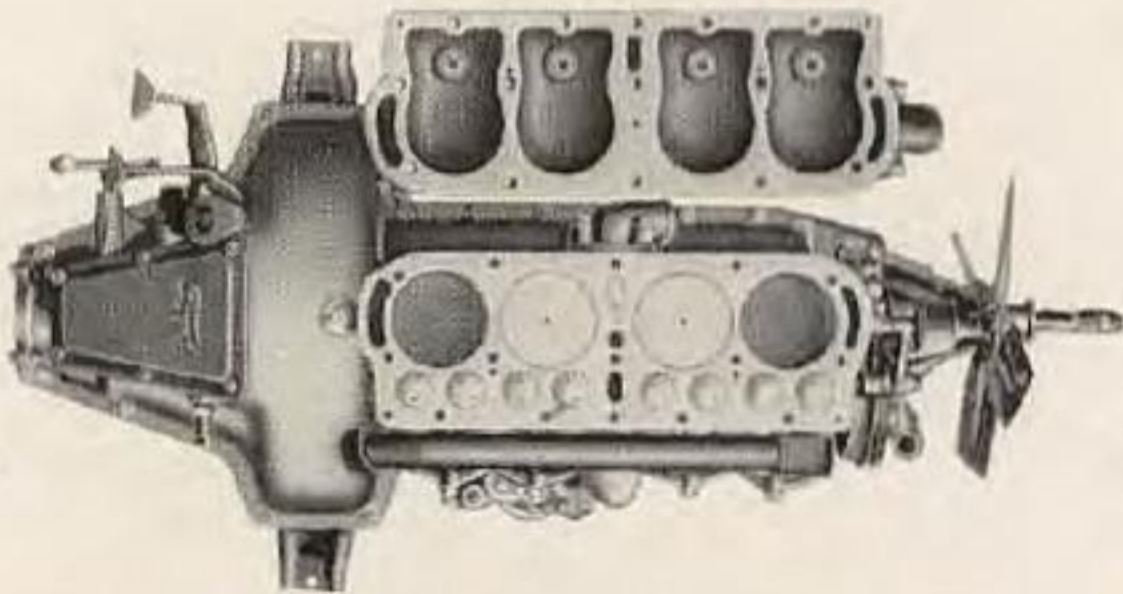
\* \* \*

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

\* \* \*

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

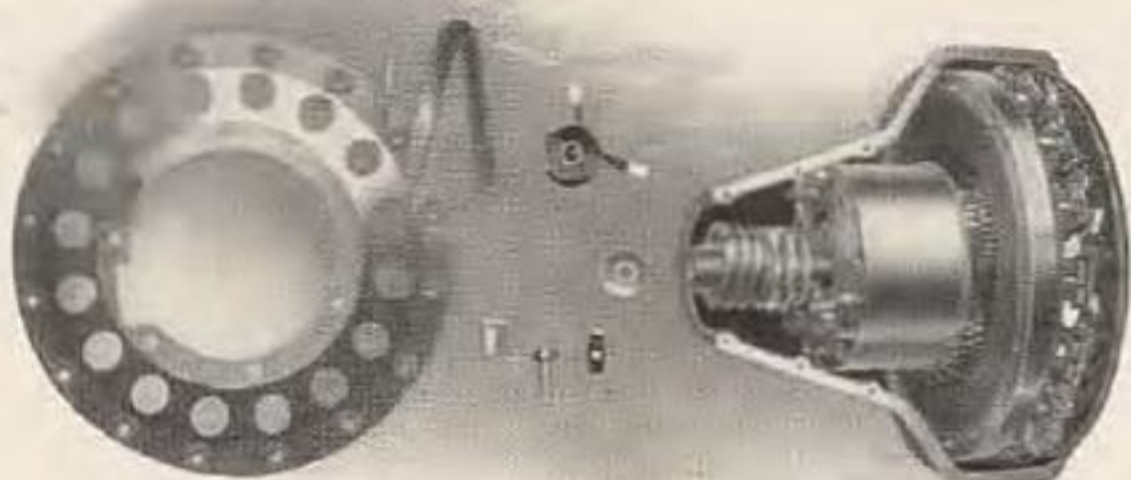
Cylinder  
Head  
Removed  
from Motor



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.

\* \* \*

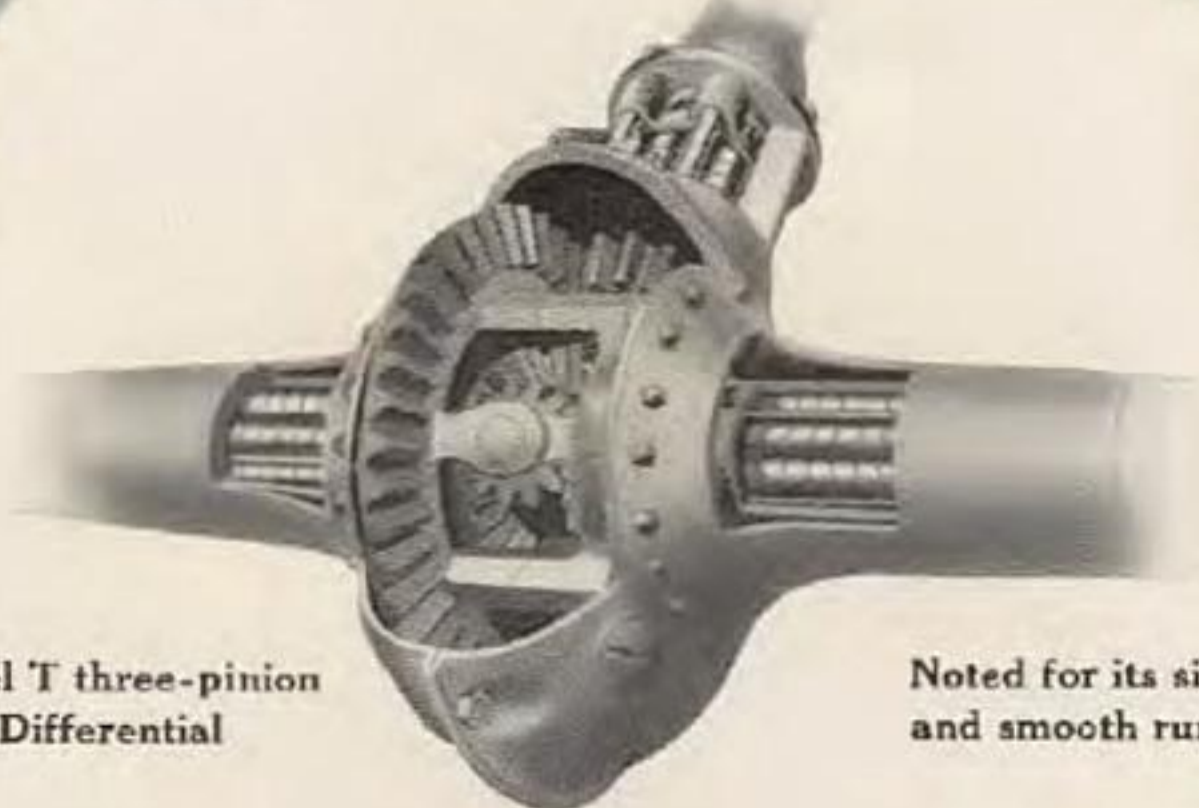
**Y** stands for one we're anxious to  
Please and impress with what  
we do  
More than all others—and that's  
YOU.

\* \* \*

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

\* \* \*

**A**nd 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 car 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 Distributers and Dealers in all other Principal Cities



*The*  
**A**  
**B C**  
*of Ford*  
*Model*  
*G*

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