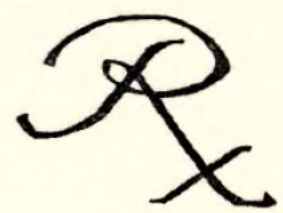




The Doctor- and His Car

*Ford Motor Company,
Detroit*

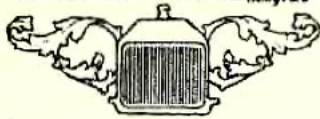
The Doctor-
and His Car



Ford Motor Company
Detroit

The Doctor- and His Car

"BUY A FORD BECAUSE IT IS A BETTER CAR.
NOT BECAUSE IT IS CHEAPER."—Henry Ford



IN this high-gearred, competitive age, to be professionally efficient, the physician must own a motor car. There is no other way. The car is as necessary a part of the doctor's equipment as the stethoscope.

Times have moved up a pace—and the new conditions can't be met with old methods.

Dobbin and his phaeton are as antiquated as Galen and Hippocrates. And "Shanks Horses" are no longer possible. They were all too limited in their scope—and too costly.

The horse for the doctor has had to make way for the more economical motor car.

The motor car enables the doctor to "get there," be it far or near, by night or day, over good roads or bad, in the briefest possible time—and with the minimum expenditure of money and of that energy and vital force so necessary to professional success.

And—its possession is constant evidence of his progressiveness and ability to respond promptly to the demands upon him.

In an advertising age the doctor is strangely handicapped—by professional courtesy. But the motor car is a means to a lucrative end. It's a range extender and practice producer.

To-day—now—the automobile is a professional necessity. And the Ford is the one best car for the Doctor's needs.

The Doctor and His Car



The Ford car enables the Doctor to "get there," be it far or near by night or day, over good roads or bad, in the briefest possible time

Sufficient testimony to this assertion is the fact that more physicians own and operate Ford cars than any other car in all the lists.

It is the doctor's car.

The absolute reliability, simplicity and ever-readiness of the Ford, are sufficient merits to establish it. (But beyond this, its low first cost, economy of operation, speed, comfort, and beauty of appearance, make it absolutely ideal for the physician's peculiar needs.

And—what is of equal importance—it is an every-day-in-the-year car. Its lightness and simplicity make negative the repair problem. In practically every hamlet and village of the country are Ford parts to be had at small cost. Four thousand Ford dealers carry a complete equipment of Ford repairs.

Legion are the physicians who have sold their heavier, more expensive cars to purchase Fords, not only because of the smaller expense, but because of the easiness and quickness with

The Doctor and His Car

which repairs may be obtained—and the consequent saving of costly delays.

The Ford is always on the job.

Seventy-five thousand new Ford cars will go into service this year—all of one type, as to chassis, power plant and mechanism.

Thousands of them will be sold to physicians.

On a less stupendous scale it would cost another manufacturer to produce a car like the Ford more than twice the price asked for it.

We are the largest buyers of automobile material in the world. When we go into the market to buy three hundred thousand tires, as many wheels and lamps and our year's supply of raw materials—for which we pay cash—you can rest assured that we get bottom prices.

And the converting of these materials into the finished product is done on such a tremendous scale—by the most skilled workmen, wonderfully trained through constant employment—that we are able to reduce the cost of making the car down to an absolute minimum.

The Ford is a better car, not because it costs less, but because it is worth more.

When minutes mean life and death—as they do in almost every day's work for the doctor—the possession of a Ford car becomes to the physician an imperative demand—for humanity's sake. It is the one surest car. It always goes.

Not only can the physician afford a Ford but he can't afford not to have a Ford.

From the standpoint of professional efficiency as well as service to humanity, the ownership of a car is necessary. And it is a true economy. The testimony of hundreds of physicians is at hand in support of this statement. To reproduce them all would be a needless expenditure of space and time, so we give but two, as representative of all.

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"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", says Dr. Emil Aronson of Dallas, Texas. "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, 1910, and have used my car every day for sixteen months for professional and other purposes, such as drives in the country, etc.

"The total actual running expense from August, 1910 to December 31, 1911, was \$338.50 for the sixteen months. This amount of \$338.50 I paid out for gasoline \$84.50, lubricating oil \$28.30, and the remainder for carbide, alcohol, waste cans, cups, new plugs, sponges, chamois, polish and repair work on the car and tires. The average expense of the car therefore amounts 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."

Doctor James Hodgkiss, of Pittsburg, writes—

"I purchased from you May 25, 1911, a Model T Torpedo Runabout, which I have used most every day since, under all weather and road conditions and it certainly has made good.

I have run over 4000 miles with very little tire trouble, (in fact, the tires show little wear) no repair expenses and the operating expense has never exceeded \$2.00 a week. I average about 22 miles to the gallon of gasoline. As a hill climber, I have yet to see its equal. It takes me up all hills easily on high gear much to the

The Doctor and His Car

astonishment of my rival autoists. It has never failed me and I have given it some severe tests.

These very slippery days have impressed me very much with the value of the Model T over the horse. While my fellow practitioners were compelled to walk (it was too bad to risk their horses they said) I was enjoying the use of my car with no trouble at all."

These are just two of the many hundreds of similar letters which we have received from physicians. Many of them have found operating expenses even less than those of either Dr. Aronson or Dr. Hodgkiss.

It is not unusual for a Ford car to travel twenty-five or thirty miles on one gallon of gasoline.

Ford cars being constructed of Vanadium steel—a special alloy, used only in Ford cars—which make them both stronger and lighter—have the least weight of any standard car,



Physicians who operate Ford cars are assured of the most reliable service at all times. No delays on account of the weather are experienced by owners of Ford Model T

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and proportionately greater power. Model T is therefore the easiest car on tires. Unless injured by accident a set of tires on a Ford will run from six to ten thousand miles without changing.

Drive a horse ten thousand miles day in and day out—and you'll need a new horse. The Ford will need but new tires to be ready for another ten thousand mile jaunt.

Hard pavements "wear out" the horse—they lengthen the life of tires and cars.

Tire depreciation on the Ford is less than a cent a day. And gasoline and tires are the only items of its upkeep worth considering. Lubricating oils cost but a trifle, and repairs are necessary only in case of accident, neglect or abuse. But even when repairs are necessary, they are furnished practically at cost. A Ford Parts Price List is supplied with every car in which all repair parts are described, numbered and priced—so there is never any danger of an overcharge.

With that thoroughness which is characteristic of the Ford management, and which has made it the most successful automobile organization in the world, exhaustive tests of the relative expense, and relative efficiency of the motor car and the horse and buggy, have been made.

In these tests, every item of expense, however insignificant, has been considered. With the horse, feed, shoeing, veterinary services, grooming, stable maintenance, (cleaning, light, water, etc.) and the depreciation of harness and vehicle, were computed. With the motor car, the gasoline, oil, tires, and car depreciation, repairs, garage expenses, and all up-keep charges were closely considered. Then the speed and endurance of both horse and car were tested—for their possibilities in all emergencies.

The Doctor and His Car



Long tedious drives over country roads may be negotiated by the Doctor and his Ford in one third the time taken by the old method of horse and buggy

Without printing tiresome, tabulated details, it is sufficient to say that the automobile showed demonstrable superiority in every phase of the tests.

The first cost of the Ford is but little more than that of the horse and buggy—and its expense of maintenance is demonstrated to be far less.

In the actual tests, the car could maintain a high rate of speed all day and all night if necessary. The average speed of a horse was eight miles an hour, and he required a rest after going this distance. The car ran thirty miles an hour—the average express train speed—without taxing its powers, and could maintain this speed almost indefinitely.

The horse needs lots of attention, the stable is a breeding place for flies and germs. The

The Doctor and His Car

Ford car requires little care, small space, and is always ready for service—clean, noiseless, swift, sure, economical.

In a matter of life and death where moments are vital, the car is a veritable agent of mercy.

The horse must have twelve hours rest and sleep; the Ford will run approximately two hundred and fifty miles continuously on its one tank of gasoline. An urgent mid-night call in winter means a delay of at least twenty minutes, to hitch up, and a long cold drive—a severe tax upon man and beast.

The doctor who drives a Ford starts his engine in ten seconds, steps into a warm, comfortable car, makes his call and is back before he could have reached his patient with a horse.

Instances proving the value of the Ford to the doctor, could be cited in vast numbers, but doubtless would prove wearisome. To the prospective purchaser of a Ford there is one logical line of procedure:

Let him ask a brother physician who owns a Ford, what he thinks of it, and then visit our nearest agency,—it can't be far away—and receive a "Missouri demonstration," under any sort of test conditions, for himself.

Cold talk and type can only attract attention to the car—its performance is what proves its worth.

It would be well, however, for the prospective buyer to know something of the company with which he deals; the "man behind the car." Here is a brief statement of fact.

The Ford Motor Company is one of the oldest in the industry. Its business represents an investment of more than \$10,000,000 financed solely from its profits. It has no bonds or mortgages—and borrows no money.

The factory, covering sixty acres, employing constantly 4500 men, has a daily capacity of 400

The Doctor and His Car



The low cost of the Ford Touring Car, its economy of operation, speed, comfort, and beauty of appearance make it absolutely ideal for the physician's peculiar needs—Price \$690 includes full equipment

cars. It is one of the model plants of the world—in convenience, in appearance, in efficiency, in output. The most modern equipment is used throughout—equipment that a factory with a smaller output could not profitably use. Most of it is specially made, to reduce Ford costs and increase Ford efficiency. When we make an improvement to the car, it is a ten to one chance that we also have to invent the machinery to manufacture the improvement.

Henry Ford, inventor of the car which bears his name, and active head of the company, has for eleven years made his productions conform to the lofty ideals that he formulated early in his career as the friend and associate of Thomas A. Edison. His ambitions have been to produce a light car, adequate and low in price,—a car for the people—"the universal car." This ambition has been fully realized, and the quick and tremendous response of the public has brought its reward.

Mr. Ford stands to-day as the recognized head of the automobile industry in the world.

The Doctor and His Car



Completely equipped with every detail for instant service and comfort, the Ford Torpedo is a most desired car for Doctor's use—Price \$590

He has made the Ford car—the one most practical car—the physician's car—the people's car—a world task.

General Mosby said that the best general was he who could "git there fustest with the mostest."

And that's one test of an efficient physician.

The Ford is a necessary part of his equipment.

It's good financing, as well as sound practice, for the doctor to own a Ford.

Constructional Facts Concerning The Ford

Of course, the Ford needs to be seen to be appreciated. But here are a few cold facts that will help in the process:

Bodies

Three styles of bodies out of five built by Ford are best adapted for the uses of the Doctor. All are mounted on the standard Model T, chassis—the five passenger Touring car, the Torpedo Runabout, and the Commercial Roadster. From these a car may easily be selected that is suitable for any climate, season, territory, or condition.

The Doctor and His Car

Light Weight

Being constructed of Vanadium steel, which is twice as strong and but half as heavy as ordinary steel, the Ford is an unusually light car, and the strongest made. Light-weight means long tire-service, greatest economy in gasoline, and the ability to negotiate sand, mud and steep hills that defy the heavy car.

Engine

The four-cylinder, 20 horse-power engine furnishes an excess of power, because of the light weight of the car.

Ignition

The Ford ignition is the best yet evolved—a distinct Ford device. It avoids the complicated, troublesome feature of other makes, and is a remarkable adaptation of the alternating current, direct-connected dynamo. It is an integral part of the fly wheel of the engine.



The Commercial Roadster has many features which may be used most advantageously by the physician—Price \$590 includes full equipment

The Doctor and His Car

A powerful spark is always insured, and this reliability is of vital importance to the doctor—his Ford is always ready.

Control

The Ford control is the easiest and safest possible. Both forward and reverse speeds, and the service brakes 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 the rate of a walk to forty miles an hour. If a sudden stop is necessary, a pressure on the foot brake locks the wheels instantly.

The Power Plant

Such is the simplicity of the Ford power-plant, and its easy accessibility, that it has eliminated the "mysteries" of motor construction. The Ford owner does not require the services of a skillful chauffeur—he can learn all about his car, how to operate and care for it, in one easy lesson.

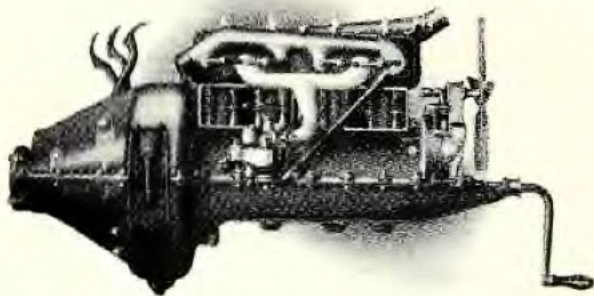
With Ford cars, Ford costs, Ford service and Ford superiority, there is every reason why the doctor should own a Ford—and none at all why he should not.

Ford Model T Fore-Door Touring Car

Fore-doors detachable

Five passenger—four-cylinder—20 horse-power car. Price \$690, f. o. b. Detroit, includes extension top, automatic brass windshield, speedometer, two six-inch gas lamps, generator, three oil lamps, horn and tools—this is the touring, family and party car—Par excellence.

The Doctor and His Car



4 cylinder, 20 horse-power motor used on all Ford Model T cars

Spacious, comfortable—all the Ford qualities. No Ford cars sold unequipped.

Ford Model T Torpedo Runabout

Two passenger—four-cylinder—twenty horse-power car. Price \$590, f. o. b. Detroit, includes top, automatic brass windshield, speedometer, two six-inch gas lamps, generator, three oil lamps, horn and tools—the utility car for business or professional calls. Has all the qualities of the touring car but seating capacity.

Ford Model T Commercial Roadster

Rumble seat removable

Three passenger—four-cylinder—twenty horse-power car. Price \$590 f. o. b. Detroit, includes top, automatic brass windshield, speedometer, two six-inch gas lamps, generator, three oil lamps, horn and tools. Strikingly "smart" in appearance and performance. Popular with professionals and business men. No Ford cars sold unequipped.

The Ford Motor Company

General Offices and Main Factory:

Detroit, U. S. A.

BRANCH HOUSES

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

Foreign Department—New York City

Large Distributors and Dealers in all other
Principal Cities

Canadian Trade Supplied by
THE FORD MOTOR COMPANY, OF CANADA, LTD.
Walkerville, Ontario

