

*Ford*  
**PRODUCTS**

*Ford Motor Company*  
*Detroit Michigan*

## FORD PRODUCTS

*Touring Car*  
*Runabout*  
*Coupe*  
*Sedan*  
*Chassis*  
*Truck*  
*Tractor*

Genuine Parts

## Ford Quantity Production

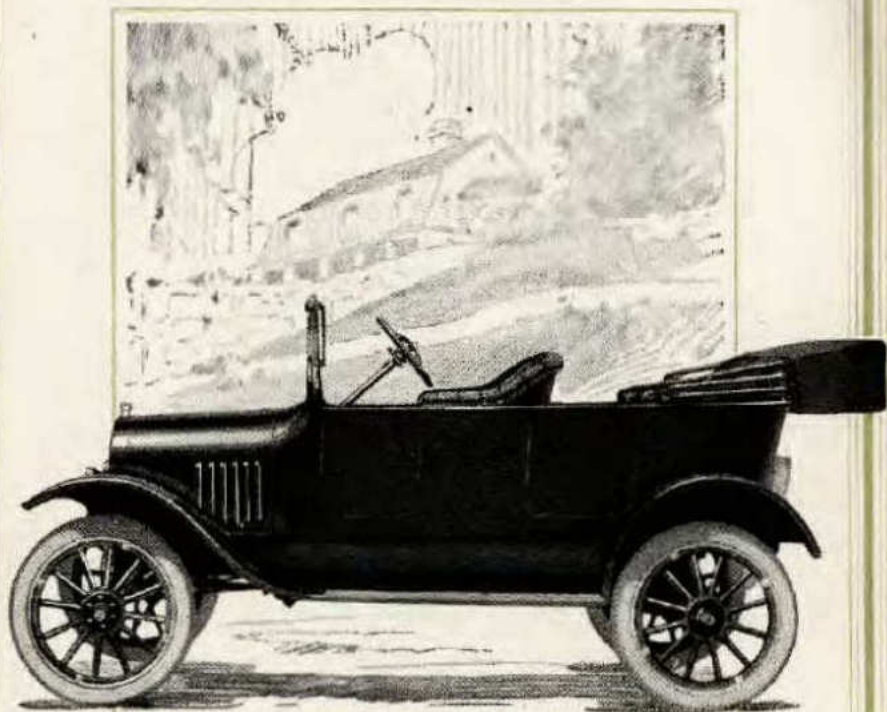
**F**ORD Quantity Production depends on absolute accuracy in the manufacture of each individual part that goes into a Ford car, Ford truck, or Fordson tractor.

Each part—whether it is made of steel, cloth, or rubber—must conform to definite specifications in both minute measurements and standard quality. A staff of expert chemists and metallurgists, working with modern equipment, delicate testing devices and elaborate machinery, provides those specifications.

As parts go through the many stages of manufacture in the Ford shops, from raw material to completed units, they are closely inspected and tested after each major operation.

So that when a Ford car, Ford truck or Fordson tractor passes into the possession of the user, he is assured of a product which is as near mechanical perfection as highly trained men can make it.





#### FORD TOURING CAR

Five-Passenger. May be purchased either with or without Ford Starting and Lighting System, and with or without Demountable Rims.

Demountable Rim Equipment includes 30 x 3 1/2 Non-Skid tires all around, extra rim and tire carrier.



#### FORD RUNABOUT

Two-Passenger. May be purchased either with or without Ford Starting and Lighting System, and with or without Demountable Rims.

Demountable Rim Equipment includes 30 x 3 1/2 Non-Skid tires all around, extra rim and tire carrier.



FORD COUPE

Two-Passenger. Standard equipment includes Ford Starting and Lighting System, Demountable Rims, Non-Skid tires all around, extra rim and tire carrier. Interior finished in grey whipcord. Permanent top with sliding plate glass windows.



FORD SEDAN

Five-Passenger. Standard equipment includes Ford Starting and Lighting System, Demountable Rims, Non-Skid tires all around, extra rim and tire carrier. Interior finished in grey whipcord. Permanent top with sliding plate glass windows.



Standard Ford simplicity of design throughout; no unnecessary weight; all moving parts enclosed. Automobile type drive insures easy handling. Fordson turns in 21-foot circle. Three forward speeds.

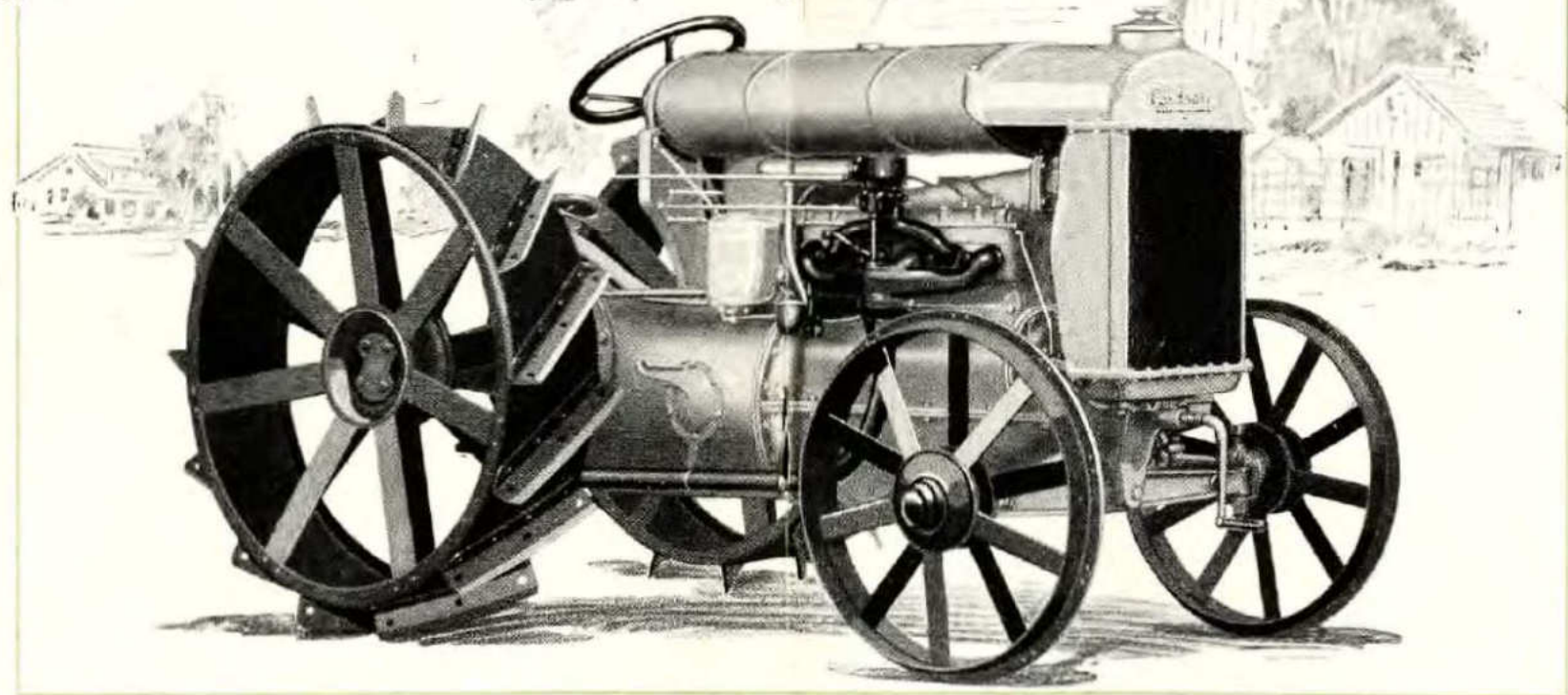
Lowest initial cost and minimum operating cost.

Burns kerosene. Will pull two plows.

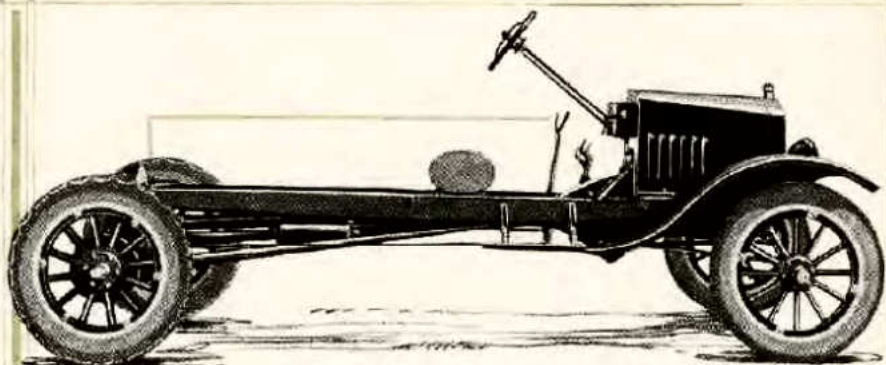
Special Ford air washer, through which air supply is drawn, removes all dust, thus reducing wear on vital working parts.

More than 100 farm and commercial uses.

Backed by Ford Service Organization of over 18,000 dealers, which assures continuous operation of the Fordson. No costly delays awaiting parts.



THE FORDSON TRACTOR

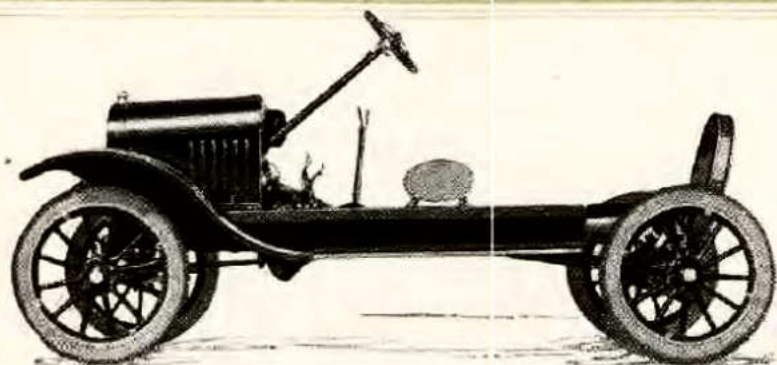
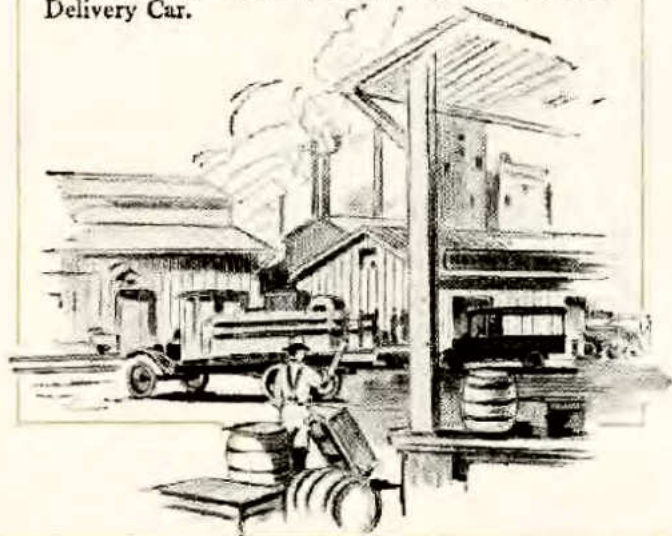


### FORD ONE-TON TRUCK

Chassis includes hood for motor, front fenders, stepping boards, headlights, tail light, horn and set of tools. Starting and Lighting System optional.

Ford Dealers are able to supply the type of body required for your business.

The Ford Truck may be purchased either with Standard or Special Gearing. The Standard Gearing gives the truck a maximum of power. The Special Gearing increases the speed of the truck from five to seven miles an hour, converting it into a Fast Delivery Car.



### THE FORD CHASSIS

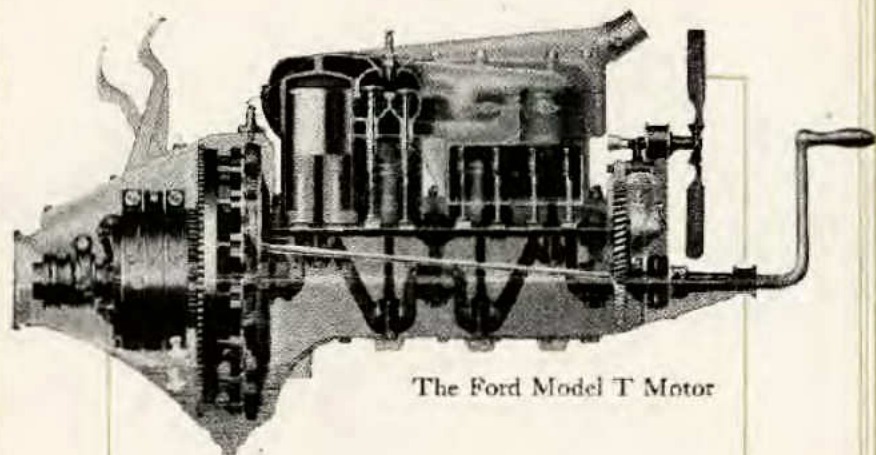
Chassis equipment includes hood for motor, front fenders, running boards with running board shields, headlights, tail light, horn and set of tools.

Ford Dealers are able to supply the type of light delivery body required for your business.

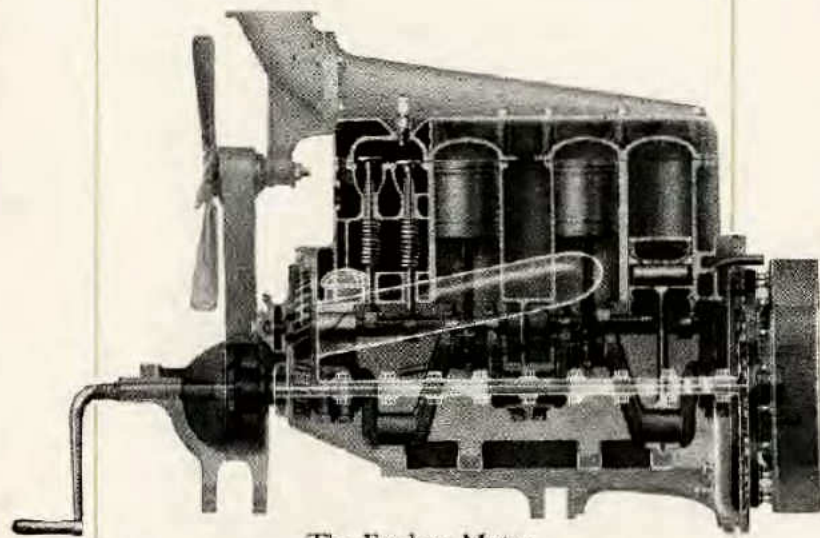
Chassis may be purchased either equipped with or without Ford Starting and Lighting System and with or without Demountable Rims.







The Ford Model T Motor



The Fordson Motor

## Genuine Ford Parts

Genuine Ford and Fordson repair parts are especially heat-treated. Each separate part has been studied to learn the type of steel most adaptable to its special requirements.

Parts receiving constant surface-wear are made of the hardest steels; parts subjected to great vibration or resilience are made of a more springy steel. Every part is made according to its use.

To make sure of always getting the genuine Ford-made parts, buy them only from Authorized Ford Dealers.

Look for Ford Sales and Service Signs.



## Specifications

### FORD MOTOR CARS

**MOTOR**—Four-Cylinder. Cylinders cast en bloc. Bore,  $3\frac{3}{4}$ " ; Stroke, 4" ; Horse-power, 20.

**TRANSMISSION**—Special Ford planetary type. Multiple steel disc clutch operating in oil.

**IGNITION**—Magneto; Special Ford design, built in and made a part of motor.

**STARTER**—Ford Starting and Lighting System, optional on Touring Car, Runabout or Chassis. Included as standard equipment on Coupe and Sedan.

**COOLING**—Thermo-Syphon water system.

**WHEEL BASE**—100 inches.

**WHEEL EQUIPMENT**—Demountable rims, including  $30 \times 3\frac{1}{2}$  Non-Skid tires all around, extra rim and tire carrier, are standard equipment on Coupe and Sedan, and optional equipment on Touring Car, Runabout or Chassis.

### FORD ONE-TON TRUCK

**MOTOR**—Four-Cylinder. Cylinders cast en bloc. Bore,  $3\frac{3}{4}$ " ; Stroke, 4" ; Horse-power, 20.

**FRAME**—Heavy pressed steel.

**TRANSMISSION**—Special Ford planetary type. Multiple steel disc clutch operating in oil.

**GEAR RATIO**—Choice of Standard gearing ( $7\frac{1}{4}$  to 1) or Special gearing ( $5\frac{1}{6}$  to 1).

**FINAL DRIVE**—Worm gear type.

**STARTER**—Ford Starting and Lighting System—optional.

**WHEEL BASE**—124 inches.

## Specifications—Continued

**WHEEL EQUIPMENT**—Demountable rims, Pneumatic tires, front  $30 \times 3\frac{1}{2}$ , rear  $32 \times 4\frac{1}{2}$ . (Solid tires for rear wheels, optional.)

**CAPACITY**—One ton.

**SPEED**—With standard gearing, a speed of not more than 1.5 m.p.h. is recommended, and with the special gearing, a speed of not more than 22 m.p.h. is recommended.

### FORDSON TRACTOR

**MOTOR**—Four-Cylinder. Cylinders cast en bloc. Bore, 4" ; Stroke, 5". Extra large bearings throughout.

**LUBRICATION**—Splash system. Oil circulation is maintained by oil thrown off the fly-wheel by centrifugal action.

**COOLING**—Thermo-Syphon system.

**FUEL**—Motor started with gasoline from two-quart gasoline tank; once started, the motor is operated by kerosene from 21-gallon kerosene tank. Fuel supplied by gravity feed.

**AIR WASHER**—The air supply is drawn through water, which removes all dust, thus reducing wear on cylinder walls.

**TRANSMISSION**—Constant mesh selective type, three speeds forward and one reverse. All shafts run on ball bearings.

**BELT PULLEY**—Special fibre paper construction, does not require refacing and prevents slipping of drive belt. (Optional.)

**DIMENSIONS**—Wheel base, 63" ; width across rear wheels,  $61\frac{3}{8}$ ".

**WEIGHT**—2425 pounds.



# Ford Factories and Branches

FORD FACTORY, DETROIT—PARENT PLANT  
Capacity 1,250,000 Cars Annually

FORDSON FACTORIES, RIVER ROUGE, MICH. AND HAMILTON, OHIO  
Capacity 250,000 Tractors Annually

FORD FACTORY, FORD, ONTARIO, CANADA  
Capacity 75,000 Cars Annually

FORD FACTORY, MANCHESTER, ENGLAND  
Capacity 25,000 Cars Annually

FORDSON FACTORY, CORE, IRELAND  
Capacity 20,000 Fordson Tractors Annually

## American Wholesale Branches

Atlanta, Ga.—465 Ponce de Leon Ave.

Buffalo—2495 Main St.

Cambridge—400 Brookline St.

Charlotte—208 East Sixth St.

Chicago—45-59 East 39th St.

Cincinnati—560 Lincoln Ave.

Cleveland—11610 Euclid Ave.

Columbus—427 Cleveland Ave.

Dallas—2700 Williams St.

Denver—900 S. Broadway

Des Moines—1906 Grand Ave.

Detroit—14534 Woodward Ave.

Fargo—509 Broadway

Houston—4006 Harrisburg Road

Indianapolis—1115 E. Washington St.

Jacksonville—352 West Forsyth St.

Kansas City, Mo.—1025 Winchester Ave.

Kearney, N. J.—

Los Angeles—2060 East 7th St.

Louisville—2400 South Third St.

Memphis—495 Union Ave.

Milwaukee—411 Prospect Ave.

Minneapolis—420 North 5th St.

New Orleans—2120 Canal St.

New York—1710 Broadway

Oklahoma City—900 W. Main St.

Omaha—1502 Cornish St.

Philadelphia—2700 N. Broad St.

Pittsburgh—5000 Baum Blvd.

Portland, Ore.—481 East 11th St.

St. Louis—4160 Forest Park Blvd.

Salt Lake City—230 W. Temple St.

San Francisco—2905 21st St.

Scranton—601 North Wyoming Ave.

Seattle—724 Fairview Ave.

Washington—456 Penn. Ave., N. W.

## Foreign Branches and Service Stations

Calgary, Alta.—127 E. 11th Ave.

London, Ont.—680 Waterloo St.

Montreal, Que.—119-139 Laurier Ave. E.

Regina, Sask.—6th Ave. and Rose St.

Toronto, Ont.—672 Dupont St.

Vancouver, B. C.—1160 Hamilton St.

Winnipeg, Man.—Portage Ave. & Wall St.

London, Eng.—Canton House

Sao Paulo, Brazil—Rua Solon 2

Bordeaux, France—33 Blvd. Albert Ter

Buenos Aires, Argentine—

Wenceslao Villafane No. 40

Cadiz, Spain—Segunda Agrada

Copenhagen, Den.—Hjemsdalgade 42-44

Montevideo, Uruguay—18 de Julio 1401

There are Ford Dealers in all principal cities and towns throughout the entire country