

*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 3½ 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 3½ 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.

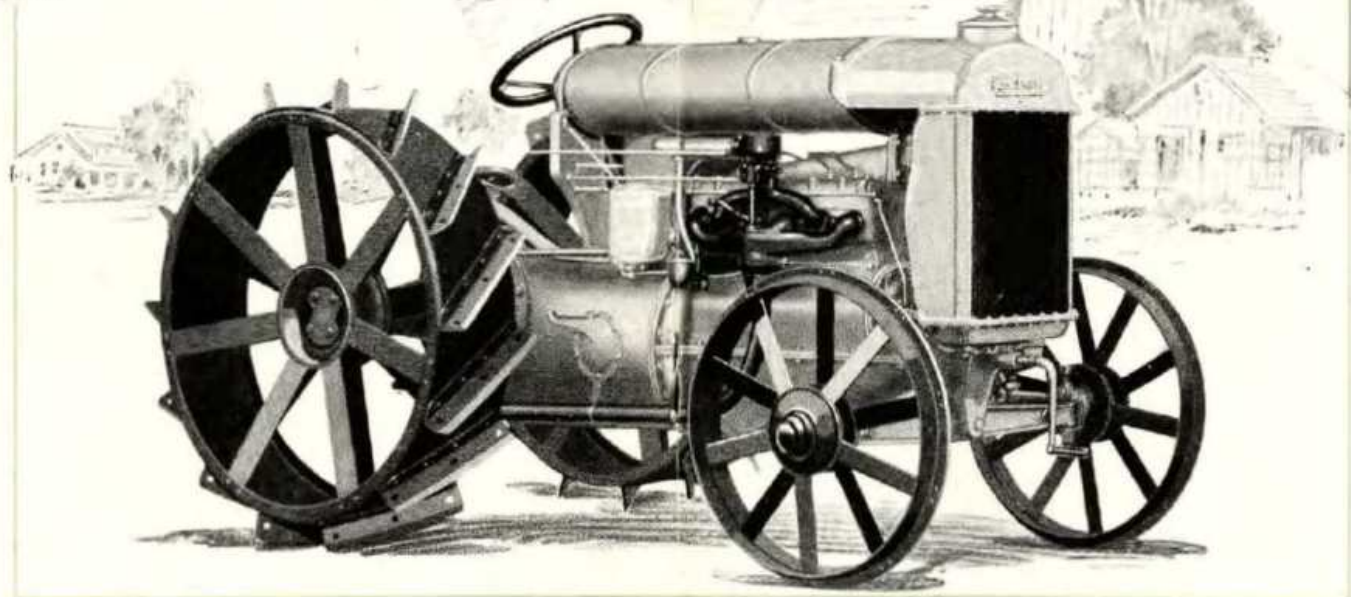
Lowest initial cost and minimum operating cost.

Burns kerosene. Will pull two plows.

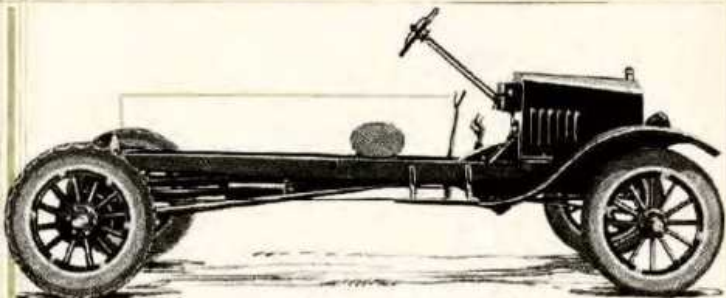
Special Ford air washer, through which air supply is drawn, removes all dust, thus reducing wear on vital working parts.

More than 100 farm and commercial uses.

Backed by Ford Service Organization of over 13,000 dealers, which assures continuous operation of the Fordson. No costly delays awaiting parts.



THE FORDSON TRACTOR

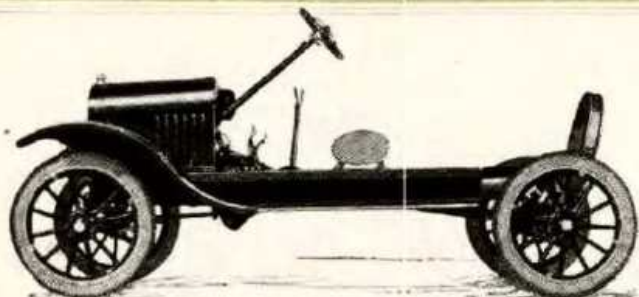


### FORD ONE-TON TRUCK

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.



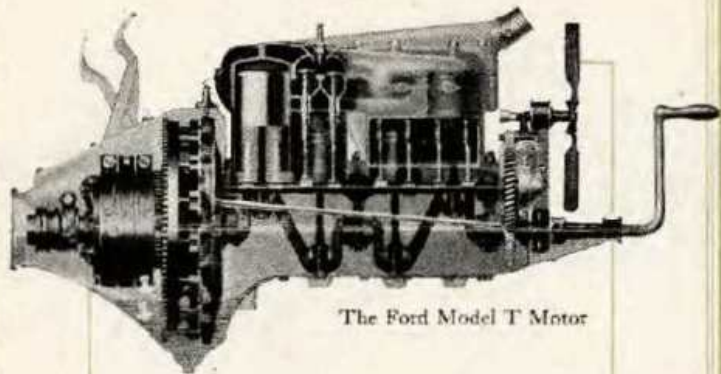
### THE FORD CHASSIS

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

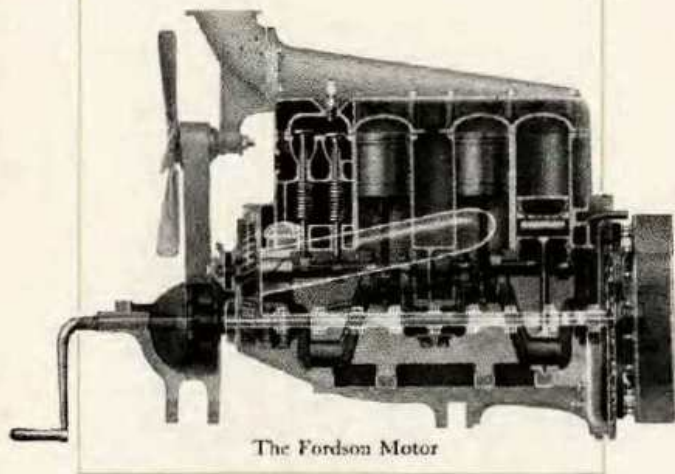
Ford Dealers are able to supply the type of light delivery body required for your business.

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 15 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,  $61\frac{1}{8}$ ".

**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, DUBLIN, IRELAND  
Capacity 20,000 Fordson Tractors Annually

## American Wholesale Branches

Atlanta, Ga.—465 Ponce de Leon Ave.	Los Angeles—2060 East 7th St.
Buffalo—2495 Main St.	Louisville—2400 South Third St.
Cambridge—400 Brookline St.	Memphis—495 Union Ave.
Charlotte—208 East Sixth St.	Milwaukee—411 Prospect Ave.
Chicago—45-59 East 39th St.	Minneapolis—420 North 5th St.
Cincinnati—560 Lincoln Ave.	New Orleans—2120 Canal St.
Cleveland—11610 Euclid Ave.	New York—1710 Broadway
Columbus—427 Cleveland Ave.	Oklahoma City—700 W. Main St.
Dallas—2700 Williams St.	Omaha—1502 Cornish St.
Denver—900 S. Broadway	Philadelphia—2700 N. Broad St.
Des Moines—1900 Grand Ave.	Pittsburgh—5000 Baum Blvd.
Detroit—14574 Woodward Ave.	Portland, Ore.—481 East 11th St.
Fargo—509 Broadway	St. Louis—4100 Forest Park Blvd.
Houston—4006 Harrisburg Road	Salt Lake City—230 W. Temple St.
Indianapolis—1115 E. Washington St.	San Francisco—2905 21st St.
Jacksonville—352 West Forsyth St.	Scranton—601 North Wyoming Ave.
Kansas City, Mo.—1025 Winchester Ave.	Seattle—724 Fairview Ave.
Kearney, N. J.—	Washington—466 Penn. Ave., N. W.

## Foreign Branches and Service Stations

Calgary, Alta.—127 E. 11th Ave.	Sao Paulo, Brazil—Rua Solon 2
London, Ont.—680 Waterloo St.	Roubaix, France—33 Blvd. Albert 1er
Montreal, Que.—119-139 Laurier Ave. E.	Buenos Aires, Argentine—
Regina, Sask.—6th Ave. and Rose St.	Weizenbau Villafane No. 40
Toronto, Ont.—672 Dupont St.	Cadiz, Spain—Segunda Aguada
Vancouver, B. C.—1160 Hamilton St.	Copenhagen, Den.—Heimisdalgade 42-44
Winnipeg, Man.—Portage Ave. & Wall St.	Montevideo, Uruguay—18 de Julio 1401
London, Eng.—Caxton House	

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