

“GENIUS IS 1%
INSPIRATION AND 99%
PERSISTENCE”
Thomas Edison



COMPANION OF HER HOLIDAYS

Anticipations of a joyous, carefree vacation are abundantly realized when a Ford closed car provides easy access to town or country.

The attractive upholstery and all-weather equipment of the Fordor Sedan suggest comfort and protection on long trips, while the simple foot-

pedal control assures ease of operation in crowded city traffic.

An increasing number of women who prefer to drive their own cars, are selecting the Ford Fordor Sedan for their personal use, knowing it to be an outstanding value as well as a possession in which they can take pride.

TUDOR SEDAN, \$1790

FORDOR SEDAN, \$2025

COUPE, \$2125

(All prices f. o. b. Detroit)



POSITIVES

Negatives???





I. Henry Ford

- A man with an idea:
- Build a car affordable to all Americans.
- Cars before had been only for the rich.
- Ford was a farmer's son

- “Chop your own wood, and it will warm you twice.”

- --Henry Ford

WHETHER YOU

THINK YOU CAN,

OR THINK YOU CAN'T,

YOU'RE RIGHT.

- Ford was a runner long before running was popular.
- A vegetarian he would eat grass sandwiches.



- Ford paid his workers very well.
- \$5.00 a day when the average American made \$2.40 a day.
- Keep workers happy they will work.
- Buy Ford cars!!

- The first model Ts cost about \$800.
- By the 1920's Model Ts cost around \$600
- All model Ts were exactly alike so they were easy to repair.

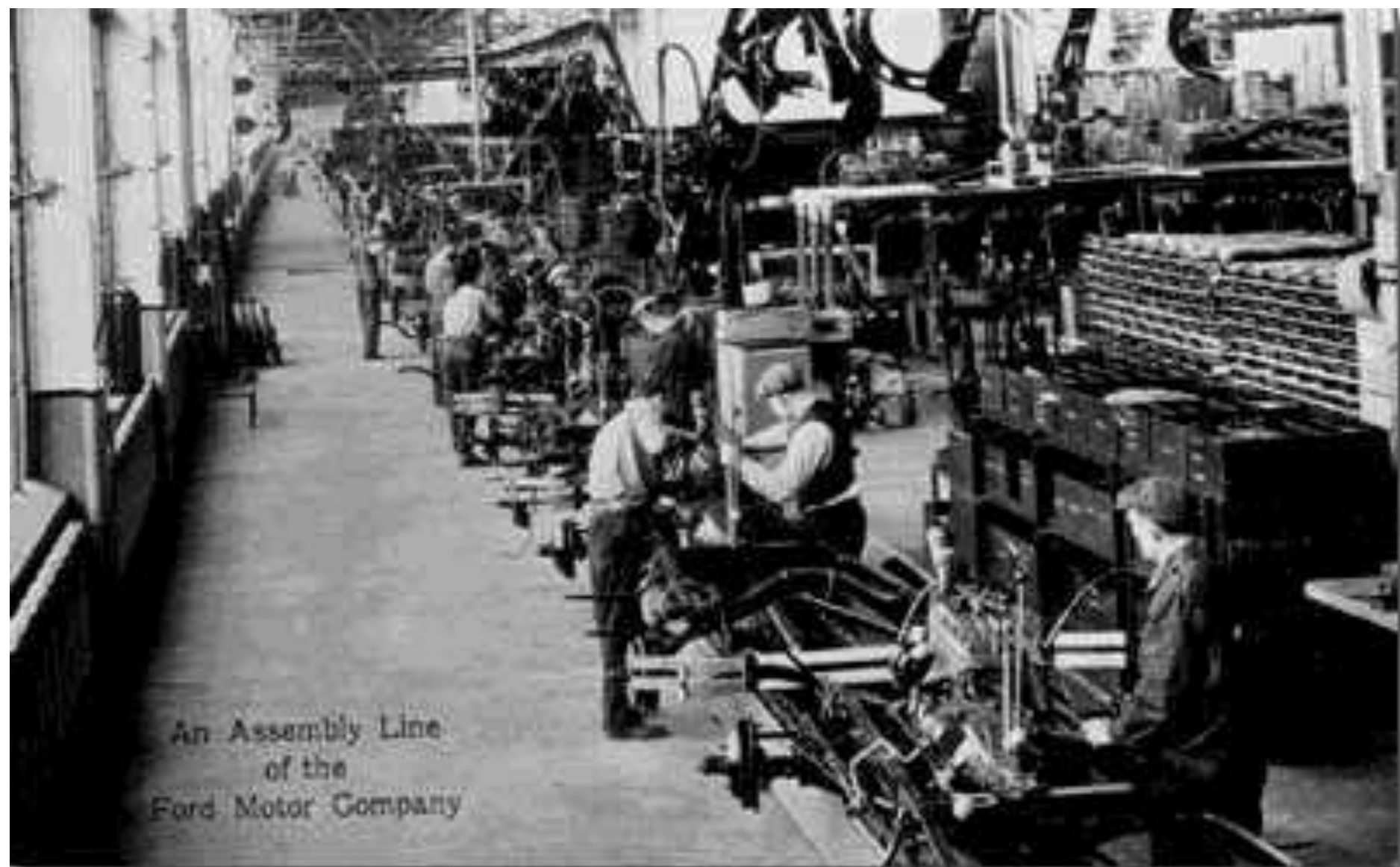






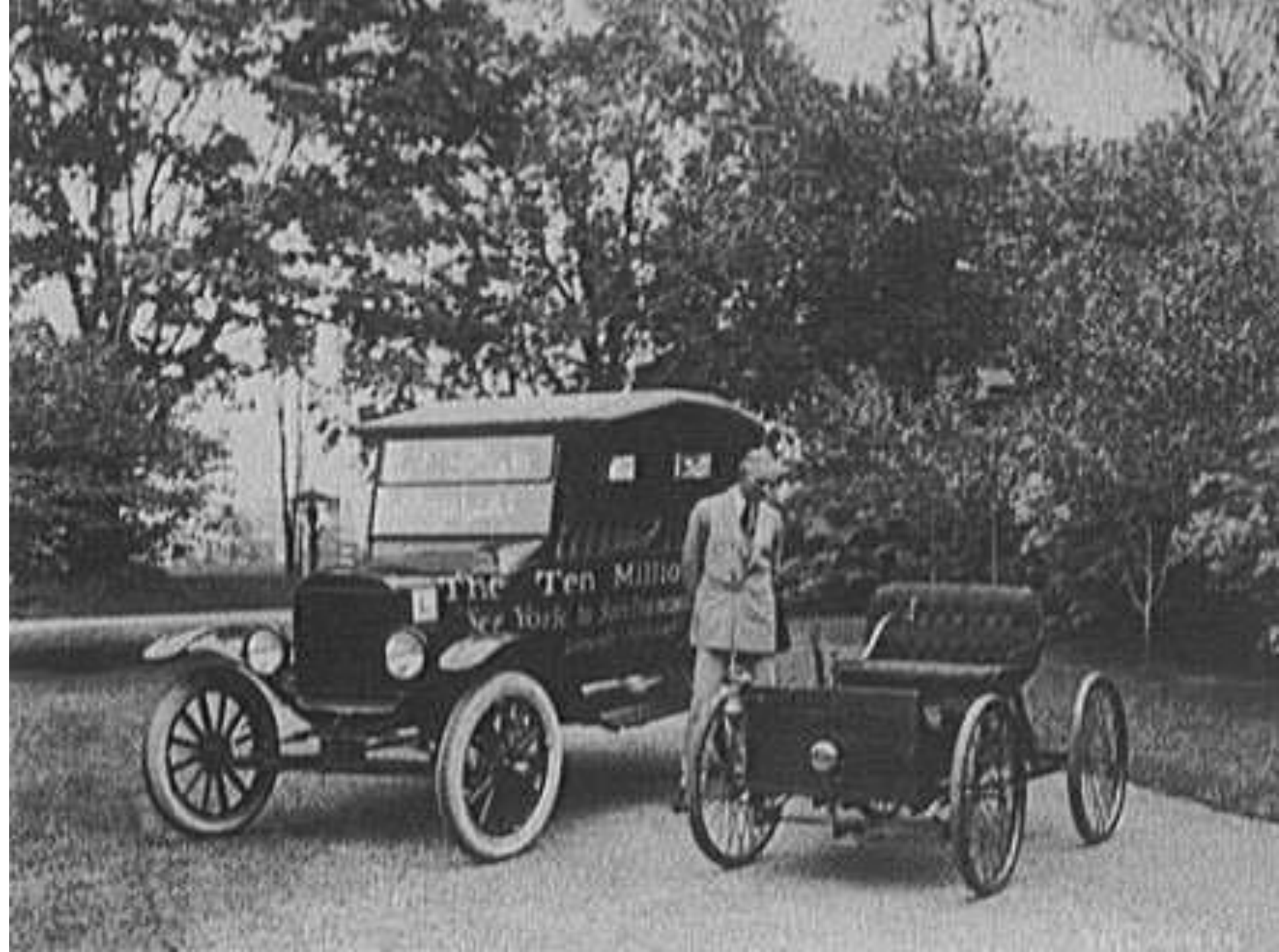






An Assembly Line
of the
Ford Motor Company







The Ford Four Cylinder, Twenty Horse Power, Five Passenger Touring Car \$850⁰⁰ Fob. Detroit

THE new automobile with among all the "super models" manufactured in this country, powerful twenty-horsepower touring car of the latest model at price of \$850.00. A car that promises at least equal value with any "other" car available, and at the same time sells for several hundred dollars less than the lowest of the cost.

Compare the following features of the new Ford car with those of any higher priced car offered and see if you can justify in your own mind the additional expenditures that buying any other car demands.

The model T is a 4x11, 20 h. p. five passenger family car. Vandalay steel, the frame and chassis and motor-facilities, is used throughout the entire car. Unit power plant with magnets an integral part of motor-cylinder in one block, water-jacketed cylinder head assembly, offering easy access to all working parts of engine. A bearing crank shaft, can shaft with 8 main bearings, robust planetary transmission of new design, shaft system of lubrication, control on left side, all forward speeds by foot lever, double system of braking, daily drive through only one universal joint to Ford system of leaf drive, patented in all countries. 400" wheel base, 36" wheel, 30" wheel, 18" front, 15 1/2" rear, where the wear is greatest. Gasoline capacity, 20 gallons—225 to 230 miles supply—long, clean-cut lines throughout, hand-rail mounted and you have the specifications of the new automobile, value of this year and next and a single more themselves.

Vandalay steel is used throughout the entire car wherever strength is necessary. The entire shaft, connecting rods, springs, gears, bearings, etc., are all of Vandalay steel, each from a separate furnace and all especially heat treated in our own plant and from our own analysis. We daily agree to back a Ford Vandalay steel part with any test so strain less than 50% greater than is required to put any other special automobile and entirely out of business.

The weight of the car is only 1,200 lbs.—weight about 10% less than the average of the same class. Not an ounce of unnecessary weight included, not an ounce of dead weight in the car.

That is one of the reasons the Ford car will run more miles for less money than any other touring car manufactured.

We make no apologies for the price, —any car now selling up to several hundred dollars more could, if built from Ford design, in the Ford factory, by Ford methods, and in Ford quantities, be sold at the Ford Price if the makers were satisfied with the Ford profit per car.

Your guarantee that this car is all we claim—and our claim is based—in the reputation of Henry Ford, who never designed or built a failure, and in the reputation of the Ford Motor Company, who have built \$20,000,000 worth of successful cars of Ford design in the same factory, with the same organization and system, and bearing the same imprint that the Model T is manufactured under. It's the guarantee of words as well as deeds.

Delivery begins October 1st, unless listed in catalog. Cars can be seen at all branch stores; get a demonstration if you are not by it, and, with your order, either for immediate shipment or definite future delivery.

FURTHER details in catalog, which is yours for the asking.

Ford Motor Company

203 Plymouth Avenue
Detroit

BRANCHES: New York, Boston, Philadelphia, Buffalo, Cleveland, Chicago, St. Louis, Kansas City, Denver, Seattle,
Pitts. Frgon, London, England, Canadian Trade—Ford Motor Company of Canada Ltd., Walkerville, Ont.,
Bruch, Toronto.

Ford







III. Impact of Ford's Cars

- Allows all Americans to have a car.
- Helps create the suburbs. People can now travel to work great distances.
- Freedom!
- Helps middle class catch up to the rich.