

When FORD Speaks the World Listens-- For in All the World no Car Like This

The Car of Established Quality---Established Value and Low Prices---Backed by a Company worth Millions

The cheapest Car in the world to buy and maintain and simplest to operate

The lightest weight Car in the world--size, power and capacity considered

The strongest made Car in the world--a Car of Vanadium Steel

The only 4 Cylinder Car in the world selling at these low prices

FORD

Model T Touring Car

\$780

FORD

Model T Roadster

\$680

4-Cylinder--20 H. P.--5 Passengers
With Extension Top, Automatic Brass Windshield, Speedometer; Two 6-inch Gas Lamps and Generator

4-Cylinders--20 H. P.--3 Passengers--With
Extension Top, Automatic Brass Windshield, Two
6-Inch Gas Lamps, Generator and Speedometer

\$700 For This Same FORD Car Without the Above Equipment

\$600 For This Same FORD Car Without the Above Equipment

The reason why is told in a few words: We are in a position to do business on a small profit

We Have Sold 30,358 of This Same MODEL T Car--Therefore, Don't Experiment, Buy a FORD

When Henry Ford built his first automobile, he realized its importance as a factor in the progressive life of America and he determined to build a motor car that would have the largest demand from ALL the people. He knew that such a car must be light in weight, reliable in construction, inexpensive to maintain and low in price.

From that memorable day in 1903 when the FORD MOTOR Co. was organized, there has been no halt in its march of achievement. Ford has been "doing things" every day--working to one purpose: A car for the people at a price the people can pay.

To fully achieve this purpose FORD cars must be made in such large quantities that a small margin over the cost would produce a satisfactory profit. Continuous quantity demand could only be assured through quality of production and perfect after service to owners.

To establish this quality, there must be specialization and organization to accompany inventive and mechanical genius. It is an accepted fact that Henry Ford is the one original and most successful designer of motor cars.

From the beginning all FORD efforts have concentrated upon one model. Concentration is a fixed principle with Mr. Ford, in order that perfection of product with the utmost economy in manufacture may be had. And so, throughout the entire Ford plant, in every department, every man and every machine is busy on the production of this one Model T.

We have built and fully equipped the most complete automobile manufacturing plant in the world. All of which has been paid for from the profits earned on the business of previous years.

Our factory is built to profit from quantity production. Occupying 60 acres of ground, built and equipped at a cost of two and a half million dollars, it is unsurpassed in the industry. The main building is four stories in height, possessing over one-half million square feet of floor space. To the FORD factory facilities is added the greatest operating system--a model in the eyes of industrial men everywhere.

In the cylinder department special machinery has been installed which enables the operators to turn out fifteen (15) cylinders at one time. Most factories turn out one (1) cylinder at a time, but with this mechanical aid we are able to turn out fifteen (15) cylinders at one time, absolutely perfect in every detail. The care which would be exercised on one (1) cylinder is exercised upon fifteen (15), thereby saving time and money by multiplying the output of one operation.

The same class of machinery--only more of it--is used in the gear department as is found in the factories which make a specialty of higher priced cars. The motor assembling department has a capacity of 300 per day. There is an automatic department where nuts, studs, screws, bolts, etc., are turned out at the rate of hundreds every hour.

By thus reducing the cost of production per car we will build 30,000 cars in 1911 at a less cost per car than it cost us to make 20,000 in 1910--though materials and labor practically cost the same.

Our normal working force is 4,000 men, building 30,000 cars. Contrast this with factories employing from 7,000 to 12,000 men and making only 10,000 cars and less. Wages and overhead expense are a large part of the cost of any car. Here's where FORD factory equipment and manufacturing organization reduces cost of production, while accentuating excellence in the quality of FORD cars.

These sort of facilities, combined with the purchase of the entire output of steel mills and equipment factories, give the reasons for the enormous FORD production and the extraordinary low price of the completed car.

We have no bond issues to pay off. There are no mortgages upon our property. We have no loans to repay. We have no indebtedness. We do business on the "spot cash" discount basis, purchasing in large quantities, commanding the lowest prices in the market of materials. Therefore, we can well afford to sell the FORD Model T at the above low prices.

The FORD Model T is made through and through of Vanadium steel, the most expensive steel in the world and the toughest known. It is impossible to obtain the same results with any other steel. Although it is made a feature in the specifications of several makers, in no other car is it used so absolutely as in the FORD cars.

Vanadium, an alloy, melted into the crude steel, adds to the tensile strength, prevents crystallization, or crumbling of the steel and gives added elasticity that is not found in any other steel. Vanadium Steel is stronger than chrome-nickel steel, manganese steel, or any other kind of steel.

All steel is able to withstand heavy load; the test comes with the vibration or shock. A steel girder which helps hold a great building will perform faithfully as long as there is little vibration, but it will quickly break if subjected to unusual vibration or shock. Automobile steel is under constant vibrational strain, torsional strain, or shock. Vanadium Steel has greater strength to withstand such wear. This is the reason for the strength of the FORD Model T.

Gears, axles, shafts, springs, levers and every strain or load bearing part of the FORD Model T is of Vanadium Steel. This is the secret of the lightness and strength of the FORD. With such steel it is only necessary to make parts one-fifth the size of ordinary automobile parts, and still have them stronger.

This best of all special steel is further strengthened by scientific heat treatment in the FORD heat treating plant. After we spent \$200,000 in our search for the best steel, we spent thousands more in equipping the most complete heat treating plant possible. This heat treatment brings the axis of every molecule of the steel parallel to that of its neighbor. Clamps the thousands of molecules into a compact, strain-resisting mass, defying crystallization.

Every strain-bearing steel part of a FORD Model T is scientifically treated in this up-to-date and modern plant by passing through from three to four ovens, equipped with electrical temperature devices. Not one vital part is thus treated, but each part, from crankshaft to fender iron. (A FORD car may be lifted from the ground by its fender irons.)

Strains are considered--sudden shocks, torsional strain and vibration. Pivots are necessarily differently treated than shaft drives because of the different nature of the strain to which they are subjected. Just as each FORD Model T part requires a certain predetermined amount of Vanadium, so does each piece call for a different heat treatment for a longer or shorter time. We get the maximum results from the very best steel which money can buy.

When a piece of Vanadium Steel is placed in a FORD car, it is as perfect as human hands and brains can make it. Out of every shipment of steel three pieces are selected at random and subjected to a chemical analysis before the shipment is marked fit for heat treatment. There are five tests on the steel before it is machined and an inspection after every machine operation.

50,358 FORD owners are this minute proving the durability and economy of FORD construction. 50,358 FORD owners (of which 30,358 are owners of Model T cars) know that the FORD is built so light and yet so strong that it costs less to maintain than any other car. That is why the FORD is now and will continue to be the favorite and foremost amongst all motor cars.

The FORD Model T car weighs 1,200 pounds, possessing one horsepower for each 60 pounds. The average touring car possesses one horsepower for each 70 pounds. A 1,200-pound car takes less power than a 2,000-pound car; therefore, in the FORD the power goes to carry the load and not the car. A 1,200-pound car will not wear out a tire as quickly as a 2,000-pound car. A 1,200-pound car passes over a rough road with scientifically proportioned tires much easier and quicker than a car of 2,000 pounds. Two and two still make four--and the light weight FORD car is still unapproachable by any other car of the same capacity in the smallness of operating expenses.

Vanadium Steel causes FORD repair bills to be less. FORD weight proportionate to the horsepower causes fuel

bills to be smaller--tires to cost less. One gallon of gasoline carries a FORD twenty to twenty-five miles. One set of tires carries a FORD from 5,000 to 10,000 miles.

FORD ingenuity has originated brakes, with a braking surface of 6.1 square inches per pound of weight; the average is 5.1 square inch. FORD tires are the largest, per pound weight, of any automobile--2.33 cubic inches of tire per pound. Hence the FORD tire economy. There is no necessity for a FORD Model T to be equipped with extra tires.

The FORD magneto is an integral part of the unit power plant. No batteries are used, no brushes, gearing or moving wires. Trouble makers have been banished. A slight movement of the flywheel generates current enough to make a powerful spark.

The FORD Model T was the first car with the left drive, now being copied by many. When you are seated upon the right side you are at a great disadvantage in learning whether a vehicle is overtaking you upon your left--as required by traffic regulations--and the moment you turn to the left, looking behind you on the right a large section of the street is hidden from view by your own car. To have a clear view you must stand up and look over the back of the car. If the design of the car prevents that course you must leave your seat and look behind from the left. A turn to the right does not require any of these precautions. Vehicles are not supposed to pass you on that side, and there is no occasion for extreme caution when changing your course in that direction.

In stormy weather you are permitted to alight from your car at the curb from the right side. With the right drive you are either forced to crawl over the levers, or tramp around in the mud from the left side.

The Ford Model T has met all the demands of city and country life. It is the family car of pleasure, the fast car for the busy business men, the reliable car day and night for the doctor, the dependable car on the farm--all because of its being built to fill a practical mission. It is all that a car should be, filling an all around service--a car for the people, and at a price that any one who can afford to keep a horse and buggy can pay.

FORD SERVICE FOR FORD OWNERS

The car on the road means as much to us as the car in the sales room. This is the "why" of FORD SERVICE FOR FORD OWNERS--the first and most complete service in the automobile industry.

FORD SERVICE FOR FORD OWNERS is as extensive as the company's sales organization which covers the world. FORD dealers number into the thousands. FORD branch houses are established in all the leading cities in the world. Fifty miles in almost any direction in this country brings you to a FORD dealer and supply depot.

FORD sales contracts with dealers stipulate that each must carry an adequate stock of FORD repair parts, which means that any FORD owner in any part of the country can secure replacements almost immediately. Every FORD branch carries a full stock of repair parts--as complete in proportion as the supply at the factory.

We have established two big distributing plants, one at Kansas City and another at Long Island City for the purpose of more completely extending FORD service for FORD owners.

Every FORD Model T buyer knows exactly what repair parts will cost him. At the time of purchasing his car he is supplied with a complete parts price-list, in which every individual part is individually priced.

The FORD Model T is the reflection of the personal integrity of the Company behind it. The organization, personnel and policy of this company is the same today as on the day of its organization eight years ago. Greater assurance of satisfactory service cannot be given to the buyer of any motor car than the service which goes with the FORD.

Surely the FORD is the car you want. Make arrangements with the nearest FORD dealer, or branch, for demonstration. Send direct to factory at Detroit for FORD descriptive literature.

"Buy a FORD Car because it is a better car not because it is cheaper."--Henry Ford

This is the challenge of confident merit--merit in every detail of automobile construction, and automobile service--that merit which has been so consistently and continuously demonstrated by FORD Cars through years of exacting demand in every kind of service. In the fierce battle of the mile-a-minute races, in most difficult hill climbing contests, in the long endurance test across the continent, from the Atlantic to the Pacific, pioneering roadless plains and deserts, fording streams, scaling mountains, through mud and sand, leading the way successfully through tests which raked and strained every part of the car but could not break it down.

These tests have been made to prove the scientific correctness of FORD design and the strength of FORD construction, to prove beyond a doubt that an automobile could be built light in weight, yet strong and everlastingly reliable; to prove that the FORD was an all-around car of general utility, necessary to the demands of progressive civilization, equally valuable in city and country.

A completely equipped Touring Car for \$750 that will take you and your family anywhere you want to go in town or country--forty or more miles an hour, if you wish--quietly, smoothly and comfortably. Yes, luxuriously, from 25 to 25 miles on one gallon of gasoline, from 5,000 to 10,000 miles with one set of tires. (What more can you expect on any car at any price give you in service?)

If you want a car for only two or three passengers, take the FORD Model T Roadster; same chassis, same power plant, same construction, with a different body, for \$450.00. Fully equipped. It is entirely impossible that such a proven, reliable car can be sold for such a low price. But here is the triumph of Henry Ford--a car for all people at a price within the possibility of every man's pocket. It is the only way to accomplish this achievement in automobile construction, and an investment exceeding seven million dollars, but the victory is complete in the FORD Model T.

In all the world no other car like this. Just the FORD the car you will buy. It is not alone the sterling reliability of the FORD, the high quality of its construction, nor the remarkable light weight, but there is a powerful appeal in the cheapness of the FORD--the low cost of upkeep or maintenance, after you've bought it. This is something to think about when buying a car. "How much will it cost me to run it?"

The FORD Model T weighs about 1,200 pounds. Other cars sold for such low prices weigh from 1,800 to 2,200 pounds; yet by Vanadium steel construction (which we tell you more fully in another part of this FORD) the FORD has by far the greatest strength.

Light weight means most mileage to the gallon--less power necessary to carry the car itself, and absolutely evenly balanced springs sking over the rough places where the heavier car bounds and jolts unpleasantly.

Light weight means smoother riding--the FORD is scientifically proportioned tires and absolutely evenly balanced springs sking over the rough places where the heavier car bounds and jolts unpleasantly.

Light weight means most mileage to the gallon of gasoline, means longer service from tires. The FORD Model T is the lightest weight car in the world--and that is why it costs less to run and here lies the certain economy in upkeep and satisfaction in service.

Another important, and basic principle with us from the beginning is this: Our interest does not lie in the sale of the car, but continues during the life of the car. This letter speaks for thousands: Elizabeth, N. J., October 20, 1910. Mr. G. Planting, Jr., Detroit, Mich. Ford Motor Co., New York City.

Dear Sir: I beg to thank you for the kind and fair treatment which I received at your hands in the overhauling of my model "T" touring car, which was delivered to me yesterday and which I drove to my residence in Elizabeth, N. J.

I trust that if I can be of service at any time in saying a good word for the Ford car and the business that you will not hesitate to advise me, for having driven one of your cars for the past year and a half, I feel that I am in a position to know their full worth.

Yours very truly
(Signed) E. J. LEWISTON
Including our Branches, there are nearly 2,500 FORD dealers in the United States--they are everywhere, and, wherever they are, they are alert and active in looking after the interests of FORD owners.

This entire page is filled with valuable information regarding FORD cars. Read every word. There isn't an exaggeration or misstatement. Then, when you buy an automobile, buy a FORD because it is a better car--not because it is cheaper. Buy it in the confidence that you will get more car, more comfort, more pleasure, more value for your money than you can in buying any other automobile in the world.

FORD MOTOR COMPANY, Detroit, Mich.

Ford Factories, Assembling Plants and Branch Houses:

Main Office and Old Factory--Detroit, Piquette and Beaubien Sts.
New Factory--Highland Park, Woodward and Manchester Aves.
Canadian Factory--Walkerville, Ont., Sandwich St. East.

Western Assembling Plant--Kansas City, 11th and Winchester Aves.
Eastern Assembling Plant--Long Island City, corner Jackson Ave. and Twenty-Ninth St.

BRANCH HOUSES
Atlanta--311 Peachtree Street.
Boston--147 Columbus Avenue.
Buffalo--1050 Main Street.
Cambridge--Mass. and Smart Aves.
Chicago--144 Michigan Avenue.
Cincinnati--811 Main Street.

Cleveland--1914 Euclid Avenue.
Dallas--445 Commerce Street.
Dayton--102 Broadway.
Detroit--Boulevard and Woodward
Houston--300 Walker Avenue.
Indianapolis--622 S. Capitol Ave.
London--37 Shaftesbury Avenue.
Kansas City--1008 Grand Avenue.
Milwaukee--1025 Williams Street.
New York--1725 Broadway.
Omaha--Harnay and 20th Streets.
Paris--8 Bis Rue Anker.

Philadelphia--250 N. Broad Street.
Pittsburg--3925 Baum Street.
St. Louis--360 Olive Street.
Seattle--322 Nineteenth Ave. W.
Toronto--53 Adelaide St. W.
Winnipeg--309 Cumberland Ave.

FILL OUT THE FOLLOWING COUPON AND MAIL IT TODAY!

FORD MOTOR CO., Detroit, Mich.

Please send me your illustrated book fully describing FORD Model T cars.

Name _____

Address _____

OMAHA BEE.