

75000 FORD CARS FOR 1912

SAME HIGH QUALITY-PRICES DOWN

FORD MODEL T TOURING CAR

\$740

FORD MODEL T ROADSTER

\$640

4 Cylinders—Vanadium Steel Construction—5 Passengers. Equipped with Extension Top; Automatic Brass Windshield. Two 6-inch Gas Lamps; Generator; Speedometer; 3 Oil Lamps; Horn and Tools. ALL PRICES F. O. B. DETROIT.

4 Cylinders—Vanadium Steel Construction—3 Passengers. Equipped with Extension Top; Automatic Brass Windshield; Two 6-inch Gas Lamps; Generator; Speedometer; 3 Oil Lamps; Horn and Tools.

No FORD CARS Sold Unequipped. Ford Model T Town Car—5 Passengers—4 Cylinders Vanadium Steel Construction—\$950

FORD MODEL T for 1912 is the same high-priced quality car as it was in 1911; the same scientifically accurate and simple design, the same heat-treated Vanadium Steel Construction. There have been no mistakes to correct—no experiments to try out—but conveniences have been added and a marked reduction in price made possible through larger production and added factory facilities

There are no "ifs," "ands," "buts," nor "exceptions." 75,000 Ford Model T cars will be built and sold for 1912, because there is a demand for 75,000 Ford Model T cars. We are not estimating, or guessing, or taking chances. We know.

With a selling organization composed of 3 large reserve warehouses, 30 branches, and more than 3,500 Ford dealers, our business fingers are on the pulse of trade conditions. We know from the insistent demand, that it will take at least 75,000 Ford Model T cars to supply the wants of 1912.

This demand exists only because Ford Model T has "made good" with more than 100,000 owners. You cannot get any better evidence of reliability. Ford Model T must be a high quality car—it must be all we claim to give so very many individual owners such continuous satisfaction.

To build 75,000 Model T cars will not, in any sense, stretch or strain the producing capacity of the great Ford factory. It simply means a daily output of 250 cars. We have, during the past, frequently turned out 300 cars a day. In May, 1911, with 26 working days, our production was 6,013 cars. Thus, with present facilities and our ordinary working force, 75,000 cars are but a normal production. The Ford factory is conceded by the most famous mechanical engineers to be the most compact, concise and efficient automobile factory in the world, being equipped with labor and time-saving machinery, designed by Mr. Henry Ford specially for the manufacture of Ford Model T cars.

The Ford Motor Company devote all efforts to the building of ONE MODEL, thus assuring a degree of efficiency (because of continued familiarity of the employees with their work) not possible where several models are being constructed, and where the workmen are switched from one piece of work to another.

The Ford factory is running continuously twelve months in the year. The workmen are never bothered with the troublesome thought of being "laid off" for awhile. They know their employment is secure as long as they are efficient

and industrious.

Still another fact lies in the simplicity of the design of Ford Model T. It is a quicker car to build because there are few parts and nothing intricate. So simple that any ordinary individual understands it readily.

The Ford Motor Company have the financial strength to build 75,000 cars without borrowing a dollar. They will pay spot cash, take advantage of every discount and hence have the market of supplies at their command. Think of the force for low prices which the buyer commands when he goes into the market for 300,000 wheels, 300,000 tires, 375,000 lamps, 75,000 speedometers—all of the same style, the same model—and tens of thousands of tons of steel. When the seller knows he is going to get spot cash, he does business on a mighty fine profit.

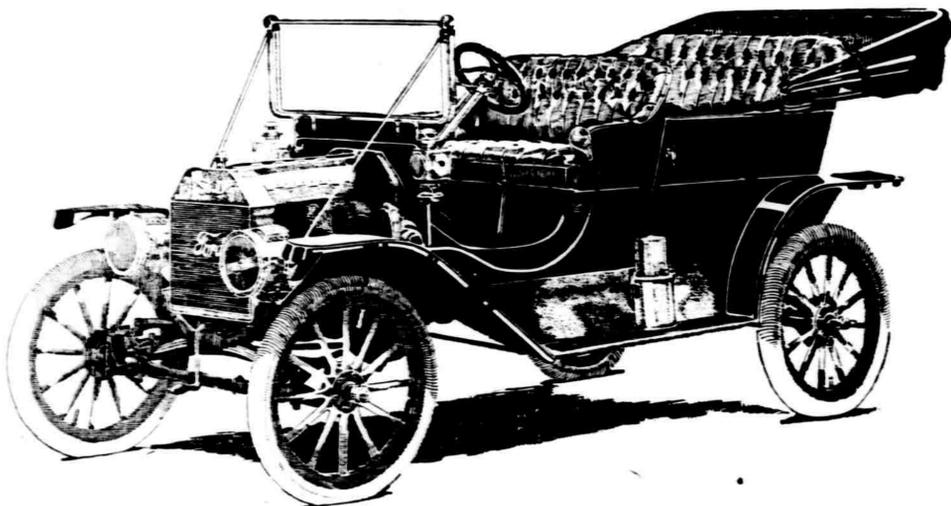
This all around manufacturing efficiency possessed by the Ford Motor Company assures the highest standard of quality with the lowest standard of price. There is no occasion to lower quality, and every opportunity to lower price.

FORD MODEL T is the highest quality car made in the world, bar none. A striking illustration of this fact was evidenced in a test made by the government of France in December, 1910, when they pitted the materials of the Ford car against those of the best, highest price car made in France. The test was for "traction and shock." FORD MODEL T was 30 per cent greater in elasticity 50 per cent stronger and 25 per cent better under shock.

The very fact that there are now over 100,000 Ford cars in operation is the very best evidence of the quality of materials used in its construction. Go where you will, you will find more than ten Ford cars to one of any other make, and this could not be so if the quality was not in the materials used in Ford Model T.

We have the demand; we have the factory facilities and capacity; we have the money; we have the selling organization, and we are going to make and sell 75,000 Ford Model T cars for the year 1912.

Is it Not the Motor Car You Want? Prompt Delivery Assured



THIS CUT is a representation of the famous Model T. It is the same car that has been giving such satisfaction to the 110 users in Platte county. It is the same car that won the World-Herald Endurance run against a field of competitors consisting entirely of larger and higher priced cars, one of which was a special built speed car and cost \$6,000. In short—it is the same famous Ford T, only more refined, more improved, and the cost has been reduced from last year because of the added production. This year the Ford T is better and costs less. That is the 1912 Ford story in a nutshell.

GOTTBERG AUTO CO., Columbus, Neb.