

1903 FORD – MODEL A RUNABOUT

In Feb 1903, the Dodge Bros. agreed to manufacture 650 engines and drive trains for Henry Ford by June 1903. The Dodge units were to be delivered to the Ford Motor Co. factory on Mack Avenue in Detroit, MI where the first Ford cars would be assembled.

In July 1903, the first Model A was sold (runabout shipped to Dr. W.H. Yates of Chicago). The car had a short 72” wheelbase and was powered by an 8 HP, 2 cylinder horizontal engine designed by Henry Ford. Noticeable characteristics of the first Ford’s were the small 4 x 4 horizontal core radiator, a closed rear end and 28” x 3” wheels. Of the 677 units that were made, there are only 8 cars that still exist with these original Model A features.

During the 16 months of the Model A production (1903 and 1904), 1,808 units were assembled and sold. These cars provided the cash flow that allowed Ford Motor Co. to develop new and better models that led to the 1909 Model T Ford (The Universal Car).

"The Fordmobile"

"Who can't Afford a Fordmobile?"



RUNABOUT, \$750

F. O. B. Detroit

A FEW OF THE MANY FORDMOBILE GOOD POINTS:

Always ready, always sure.
 Hard to break and easy to fix.
 Its a matter of few parts and every part does something.
 The principle of a Fordmobile engine makes it possible to obtain the highest possible amount of wear with the lowest possible friction and vibration which is what all the world has been looking for ever since the first automobile engine was constructed.
 The transmission gear is one of the best and features of the Fordmobile. It has proven as practically trouble-free as it appeared theoretically plausible. Only five gears are used, and none of these are intricate.
 The steering is very simple and is contained in and protected by an all-steel dust-guard run about 9 inches in diameter by 3 inches in length.
 Built to take you anywhere. You may be glad to find you have a car in the rain. It is for greatest joy and to get the best automobile—write us for a catalog.

The FORDMOBILE CO., Ltd., Detroit, Mich.

"The Fordmobile"

"Who can't Afford a Fordmobile?"



TONNEAU, \$850

F. O. B. Detroit

Handsomely Furnished Spring Backs and Seats

FORDMOBILE ACCESSORIES:

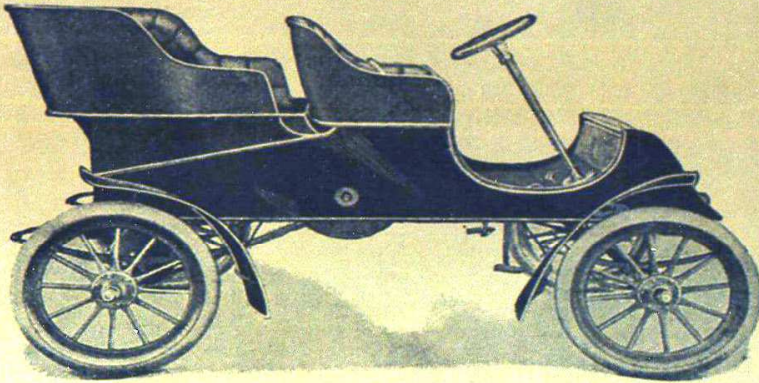
Leather top, cloth lined, made of high grade leather, complete with side curtains and light, all-weather apron **\$50.00**
 Rubber top, made of first quality goods, complete with lined side curtains, side light and apron **\$30.00**

Will you not write us and ask us for further information on any points which do not seem quite clear to you?
 There is no time like the present. If you are not convinced of the superiority of the Fordmobile, give us a chance to convince you.
 We can do it. Write to-day.

The FORDMOBILE CO., Ltd., Detroit, Mich.

BOSS OF THE ROAD

The Latest and Best



The FORDMOBILE with detachable tonneau, **\$850**

THIS new light touring car fills the demand for an automobile between a runabout and a heavy touring car. It is positively the most perfect machine on the market, having overcome all draw-backs such as smell, noise, jolt, etc., common to all other makes of Auto Carriages. It is so simple that a boy of 15 can run it.

For beauty of finish it is unequalled—and we promise **IMMEDIATE DELIVERY**. We haven't space enough to enter into its mechanical detail, but if you are interested in the **NEWEST** and **MOST ADVANCED AUTO** manufactured to-day write us for particulars.

FORD MOTOR COMPANY

689 Mack Avenue

Detroit, Mich.

1903 / 04 Ford Model A / 8 HP – Specifications

Mechanical / Performance Information

| | |
|-------------------------|---|
| Cylinders: | 2 Horizontal opposed |
| Pistons and Stroke: | 4"x 4"; 100.4 cu" |
| Horsepower (HP): | 8 |
| Ratio (lb. / HP): | 156 to 1 |
| Horsepower (SAE): | 12.8 |
| Engine Crankcase: | Split Vertically |
| Flywheel: | 16" diameter, 3" thick |
| Tank - Gas: | 5 gallons capacity, Under front seat |
| Tank - Water: | Outlet in front Back Support – Double leg |
| Radiator: | Horizontal tubes w/Fins 4 front x 4 deep |
| Oiler: | Drip - 4 Point |
| Steering: | Right side / No Reduction |
| Speed - Maximum: | 30 mph |
| Drive Train: | Chain |
| Weight: | 1250 lbs. |
| Wheel Base: | 72" |
| Tread: | 55.5" |
| Tires - Size: | 28" x 3" |
| Rear End: | Closed Housing |
| Brakes: | External, band contracting in differential |

Body Information

| | |
|----------------------------|--|
| Frame - Car: | L Shape |
| Frame - Engine: | Shape – "M" |
| Fender - Front: | Attached to main frame |
| Fender - Rear: | Attached to main frame |
| Springs - Front: | Double Elliptical |
| Springs - Rear: | Double Elliptical |
| Body Styles: | Runabout, Tonneau (Delivery) |
| Color - Body: | Maroon |
| Color - Gear: | Maroon |
| Accessories: | Horn, Lights, Brass Rails |
| Door(s) - Rear: | Rear Entrance 12" Wide with bottom half curved |
| Seating - Capacity: | 2 Front, 2 Rear (Tonn.) |
| Seating - Front: | Bench Style |
| Seating - Rear: | Corner Seats |
| Steps - Front: | Mounted Inside Frame Ford Name on Step |
| Step(s) - Rear: | 1 Step Center Rear No Name on Step |

Sales Period: *From July 20, 1903, to April, 1904*
677 Automobiles Produced / 56 Survivors (8%)

Ad Descriptors: *"Boss of the Road", "Latest and Best"*

Improvements Needed (For 1904 Model A):

- Improve braking
- Need more HP
- Increase engine cooling
- Improve lubrication

