

## **1906 FORD – MODEL N**

### **RUNABOUT (*Top & Light Accessories Shown*)**

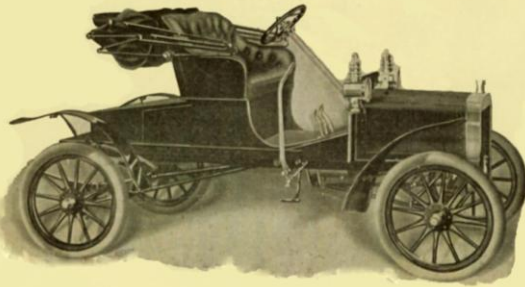
In 1906, Henry Ford's dream to make an affordable car for the every day person was being realized. When the new Model N first appeared in the January 1906, at the New York Auto Show with a price of \$500, most other auto manufactures thought the car was being given away at a loss.

With the creation of a new company (Ford Manufacturing Co.), the new model could be manufactured by Ford (not Dodge Bros) at a lower production cost. With a goal of 10,000 units, high volume purchasing of parts would further reduced the cost of each car. But due to initial supply and manufacturing issues, the first Model N did not become available until July 1906.

The new Model had an 84" wheelbase and it was powered by a new 3 point mounted motor with 4 vertical cylinders (15 HP). The new radiator had vertical cooling tubes; steps for access to the car; storage in back under a pointed rear deck; enclosed drive train, planetary gear steering reduction and 28" x 3" wheels.

During the 28 months of production, 7,000 Model N automobiles were assembled and sold. Though demand was high, the customer wanted more ... (Models – R, S and S Roadster)

# The Successful Ford



**Ford Model N**

Motor, 4-cylinder, vertical; cylinders 3 1/4" bore x 3 3/4" stroke, 15 H. P.  
 Speed 40 miles an hour down to 3 miles on high gear.  
 Improved planetary transmission, with improved clutch.  
 84 inch wheel base.  
 Pressed steel frame.  
 Water cooled.  
 Ignition, two sets of dry cells.  
 Mechanical oiler.  
 Gasoline Tank, under seat, containing 10 gallons, sufficient for 200 miles.  
 Water contained in radiator.  
 Hub brakes, — internal expansion, with lever control.  
 Emergency brake on driving shaft, controlled by foot pedal.  
 Springs, full elliptic in rear, and half elliptic in front.  
 "Famous Ford" Direct Drive Construction.  
 Roller bearings on rear axle, with ball-bearing thrust. — special design.  
 Ball Bearings on Front Wheels.  
 Wheel Steering (Fitted with Ford reduction gears) takes all the Strain from steering over the roughest road, an exclusive Ford Feature.  
 Luxurious Body, carrying two passengers.  
 Weight — 800 pounds.  
 56 inch tread.  
 Wheels, artillery, 28 inch.  
 Tires, 2 1/2 inch, double tube.  
 Lubricating oil sufficient for 200 miles.  
 Color, Maroon.  
 Equipment, two side oil lamps and horn.  
 Price \$500 f. o. b. Detroit.  
 Top, Leather \$50.00 extra. Rubber \$30.00 extra, like cut.

## FORD 6 Cylinder Touring Car \$2,500



**MODEL K**

6-cylinders vertical 4 1/2 x 4 1/2, 40 H. P. Speed, 50 miles per hour to 4 miles on a high gear.  
 Improved planetary transmission. 11" Wheel Base. Perfect magnesium ignition. Mechanical oiler. Weight, 2400 pounds.  
 The six cylinders of Model "K" gives three impulses to every revolution of the shaft and transmits a more steady flow of power to the wheels than any Touring Car ever built.  
 The great surplus of energy makes possible the operation of the car at all speeds without transmitting power through several changes of gear.



**MODEL N—\$500**

4-cylinders vertical, 15 H. P. 84 in. Wheel Base. Speed, 40 miles. Weight, 800 pounds.

## Ford Motor Co., Detroit,

Member of American Motor Car Manufacturers' Association, Chicago.

### BRANCHES

107-109-111 Columbus Ave., Boston. 1723 Broadway, New York. 77 Main St., Buffalo.  
 Broad and Huttenwood Sts., Philadelphia. 111 Michigan Ave., Chicago. 3833 E. 111th St.,  
 Kansas City. 1075 So. E. Knoll Ave., Cleveland. Canadian Trade Supplied by Ford Motor  
 Co. of Canada, Ltd., Walkerville, Ontario.

## Ford Motor Cars 1907

### Model "N"

Ford Motor Co.  
 Detroit, Michigan, U.S.A.



# FORD "Sound Logic" TALKS

THE CAR THAT SOLD THE AGENT

No. 4  
 Get the Series

FORD AGENTS RECEIVE LESS discount per car than do the sales agents representing any other lines of motor cars. In fact the difference to the agent as between a Ford \$600 runabout and its closest competitor is more than \$100.

PERHAPS THIS IS THE REASON why some agents who handle various lines, among which is the Ford, try so hard to sell the others—perhaps. We have known agents to take on the Ford line just to block its sale.

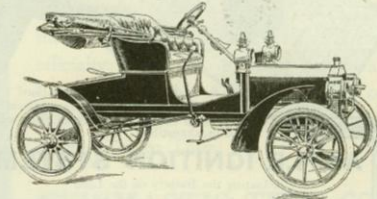
WORKS OUT ABOUT THIS WAY: Agent assures customer he is wholly unprejudiced—has not he both lines to sell? What difference can it make to him? (Fails to mention the \$100.) Talks so hard against the Ford, customer gets suspicious. Finally insists on comparative demonstration. Sometimes asks to have both cars taken apart—that settles it.

AT THE END OF THE SEASON the agent finds he has sold ten Fords for every other car he has disposed of. Fords have sold themselves, spite of him. He has other cars on hand to sell at loss. No Fords. Fords represent no investment. We ask no guarantee as to number of cars to be taken in a year. We know each agent will want all we can give him.

WE VENTURE THE ASSERTION that not one agent in ten took on the Ford line willingly—his customers forced it. They asked for Fords. Insisted on seeing them—agent had to get the line in self defense. Today you couldn't pry a Ford agent away with a crowbar. He doesn't like the small discount—but he finds the profits on large numbers amounts up in a year. And there's no loss, no dissatisfaction. Next season he will handle no other.

ANY COMPETENT MAN WHO INSPECTS the Ford runabout carefully, critically, must inevitably conclude that, made as it is of Vanadium Chrome Steel throughout, machined with absolute accuracy, perfectly adjusted and tested, there cannot be a very wide margin of profit to the maker—on one car. Since the agent's profit is also small—well, the buyer must be getting pretty nearly "all automobile" for his \$600. That's the point exactly. That's why over 5,000 Ford runabouts have already been sold-through (originally) unwilling agents.

SOUNDS LIKE TELLING TRADE SECRETS, but it isn't. The secret of Ford success is the customer's preference—that's all we're telling.



Model N, 4 cyl., 15 H. P., 1650 lbs. The sturdiest thing on wheels. \$600. F. O. B. Detroit.

A WORD TO AGENTS: We want agents in all territory where we are not represented. Best automobile agency in the world. Any good agent can sell Fords. Pure gold needs no gilding.

## Ford Motor Co., 9 PIQUETTE AVENUE, Detroit, Mich.

Branch Retail Stores: New York Philadelphia Boston Chicago Buffalo  
 Cleveland Detroit Kansas City  
 STANDARD MOTOR CAR CO., San Francisco, Oakland and Los Angeles,  
 distributors for California.  
 Canadian trade supplied by FORD MOTOR CO. OF CANADA, Walkerville, Ont.

## 1906 – 1908 Model N Ford / 15 HP (Specifications)

### Mechanical / Performance Information

**Cylinders:** 4 *Vertical Cyl (in pairs)*  
**Pistons and Stroke:** *3.75" x 3.375"*  
**Horsepower (HP):** *15*  
Ratio (lb. / HP): 70 to 1  
Horsepower (SAE): *17.92*  
Engine Crankcase: Aluminum Casting  
Flywheel / Fan: *Front of Engine*  
**Tank - Gas:** *8-9 Gallon* capacity,  
Under front seat  
Tank - Water: None  
**Radiator:** *Vertical Tubes w/Fins*  
Inside Hood  
**Oiler:** *Force Oil Feed*  
Steering: Right side / Reduction  
Speed - Maximum: 40 - 45 mph  
Drive Train: *Enclosed Direct Drive*  
**Weight:** 1050 lbs. (full tanks)  
**Wheel Base:** *84"*  
Tread: 56"  
**Tires - Size:** *(28"x 2½") 28" x 3"*  
Rear End: Closed  
**Brakes:** *Internal, Expanding  
Rear Wheels*

### Body Information

**Front Axle:** Steel forged I beam  
**Frame - Car:** Pressed Steel  
Frame - Engine: None  
**Fender - Front:** Attached to body frame  
Fender - Rear: Attached to body frame  
**Springs - Front:** Transverse Semi  
Elliptic  
Springs - Rear: Full Elliptical  
**Body Styles:** Runabout  
**Color - Body:** Maroon \*  
Color - Gear: Maroon \*

### Equipment:

**Hood:** One piece (no hinge)  
**Accessories:** Top, Head lamps  
2 Side Lamps, Horn  
Door(s) - Rear: Not Applicable  
**Seating - Capacity:** 2  
Seating - Front: Bench Style  
Seating - Rear: None  
**Steps - Front:** Mounted Outside Frame  
Ford Name on Step  
Step(s) - Rear: Not Applicable

\* Source - 1911 Ford Times

\*\* One car shipped 1/18/1910

**Sales Period:** *From July, 1906 to Nov, 1908\*\*  
7,000 automobiles were produced*

**Highlighted Text** highlights changes from a previous Ford model

## Issues and Improvements Needed:

- Styling changes desired by customers ...  
(Prefer running boards to steps and Accessories – 1907 Model R)
- Improve lubrication system ... (Eliminate oiler viewing - 1909)
- Increase driving distance ... (Generate Electricity - 1909)
- Increase seating capacity ... (Ability to carry family – 1909 Model T)