

1904 FORD – MODEL A RUNABOUT

In Oct. 1903, with 3 months of sales and 30% of the original inventory sold, Henry Ford contacted the Dodge Bros. and informed them that with some minor changes, he needed another 750 units manufactured and delivered by April 1904. The enhanced Ford car would still be called a Model A Ford.

The delivery of the new models from Dodge started in March 1904, and the first enhanced Model A (sometimes referred to as AC) was sold in April 1904. The new car had the same short 72” wheelbase as the 1903 Ford, but it was now powered by a 10 HP, 2 cylinder horizontal engine with larger water jackets for more cooling and a larger flywheel. Noticeable characteristics of the model were the larger horizontal core radiator (6 x 3), an open rear end differential with a new internal expanding brake and 28” x 3” wheels.

During the 8 months of the Model production, 1,140 units were assembled and sold. These cars continued to provide the cash flow that allowed Ford Motor Co. to develop new and better models and the development of the 1909 Model T Ford (The Universal Car).

Ford did not create ads with pictures of the Model A runabout body style. The following ad (*Motor World / Oct 20, 1903*) is the earliest advertisement found that talks about the new 10 HP engine.

A good name is better than Promises.
THE FORD



has a reputation for reliability, second to no motor car in the world. For the professional or the business man who needs a machine for every day use, **THE FORD** stands prominent as "The Car of Satisfaction." Verified facts are better than "claims."
 10 H. P. Double opposed horizontal motor, cylinder head and water jacket cast in one piece (no packed joints.)
 Planetary transmission in oiltight dust proof case.
 The perfected construction of the FORD is the result of 15 years actual experience in building gasoline automobiles. **DON'T EXPERIMENT—JUST BUY A FORD.**
 Full particulars and catalogue for the asking.

FORD MOTOR CO., Detroit, Mich.

The Heart of the
FORD
 is the Motor

The popularity of the **FORD** is due to the power, simplicity and correct mechanical design of its double opposed motor.

The Ford Keeps the Price Down

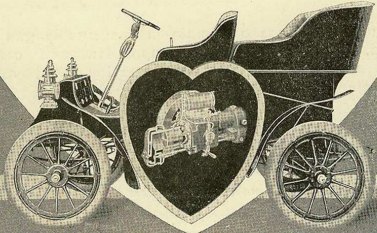
You have to pay the Trust \$1,500.00 for a tonneau car with a double opposed motor. The **FORD** is the pioneer of this type of machine and it is the lowest price automobile of its class in the world.

Price with Tonneau \$900.00; as a Runabout \$800.00

We agree to assume all responsibility in any action the *Trust* may take regarding alleged infringement of the Selden Patent to prevent you from buying the **FORD**—"The Car of Satisfaction."


WRITE FOR ILLUSTRATED CATALOGUE AND NAME OF OUR NEAREST AGENT

FORD MOTOR CO. DETROIT MICH.



Mention "Automobile Topics" when writing

The FORD
The Car of Satisfaction



1904 Ford - Model A (AC) / 10 hp (Specifications)

<u>Mechanical / Performance Information</u>	<u>Body Information</u>
Cylinders: 2 Horizontal opposed	Frame - Car: L Shape
Pistons and Stroke: <i>4.25" x 4"; 120.5 cu"</i>	Frame - Engine: Shape – Upside down “U”
Horsepower (HP): <i>10</i>	Fender - Front: Attached to main frame
Ratio (lb. / HP): 125 to 1	Fender - Rear: Rear bracket attached to spring bolt
Horsepower (SAE): 12.8	Springs - Front: Double Elliptical
Engine Crankcase: Split horizontal	Springs - Rear: Double Elliptical
Flywheel: <i>20" diameter, 2.5" thick</i>	Body Styles: Runabout, Tonneau Delivery
Tank - Gas: 5 gallons capacity, under front seat	Color - Body: Maroon (Red)
Tank - Water: Outlet in back	Color - Gear: Maroon (Red)
Back Support – Single leg	Accessories: Horn, Lights, Brass Rails
Radiator: Horizontal tubes w/Fins	Door(s) - Rear: Rear Entrance 13½" Wide
<i>6 front x 3 deep</i>	Bottom half curved
Oiler: Drip - <i>6 Point</i>	Seating - Capacity: 2 Front, 2 Rear (Tonn.)
Steering: Right side / No Reduction	Seating - Front: Bench Style
Speed – Maximum: 30 mph	Seating - Rear: Corner Seats
Drive Train: Chain	Steps - Front: Mounted Outside Frame;
Weight: 1250 lbs.	Ford Name on Step
Wheel Base: 72"	Step(s) - Rear: 1 Step Center Rear No Name on Step
Tread: 55.5"	
Tires - Size: 28" x 3"	
Rear End: <i>Open Housing</i>	
Straight pin separator	
Brakes: <i>Internal, Expanding</i>	
Differential	

Sales Period: *From April, 1904 to December, 1905*
1,140 Automobiles Produced / 57 Survivors (5%)

Highlighted text is used to identify changes from previous Ford models

Ad Descriptors: *“King of the Road”, The Ford, The Motor, Center Stage*

Improvements Needed (for Model C):

- Offer new body style – Industry Trend
- Easier access to fuel tank (More Driving)
- Improve cooling system
- Offer different gear options