



1908 FORD – MODEL SR ROADSTER

When Ford introduced the new Model S in Feb 1907, Ford began working on the development of a new larger 4 cylinder touring Model (Model T) that they planned to introduced in April 1908. But due to various issues, the new Model would not be ready for production and sale until later in the year (October 1908). To bridge the 6 month gap, a new Model would be introduced with a racy body style similar to the larger 6-40 Ford Roadster (Model K).

The new Model SR Ford (like the Model S) had an 84” wheelbase and was powered by the same Model N motor with 4 vertical cylinders (15 HP). Though changes were made to a mechanical oiler under the hood, the Model SR was a Model S with a new sporty body style. To a roadster they added in the rear a single seat (mother-in-law seat) that had two separate storage boxes underneath.

During the 7.5 months of the Model SR production, 3,710 were assembled and sold. In the 28 month production period of the Model N, R, S and SR, over 15,600 Ford automobiles had been made and sold.

1908 Ford Model SR – Sales Catalogue and Advertisement

Ford
Motor Cars
1908

Model
"S" Roadster

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

FORD CARS



"HERE IT IS"

\$750.00

4-cylinder Roadster. Shaft drive, 8-inch wheel base, 30-inch wheels. Valve-in-head throughout.

Absolutely no competitors. Demonstration a revelation. Order now for spring delivery.

THEY ALL SAID THE FORD RUNABOUT WAS A MISTAKE. IT WAS—FROM THEIR STANDPOINT

WAIT for the 30-inch wheel base, 5-passenger, 4-cylinder Touring Car. PRICE UNDER \$1000.00.

FORD NEVER KNOCKS A COMPETITOR. HE HAS NONE

THE GREAT FORD "SIX"

Touring Car and Roadster. In a class by itself. Absolutely perfect. Any lady can drive it. No shifting of gears. 4 to 60 miles an hour on the high speed.

CALL OR TELEPHONE FOR DEMONSTRATION AND JUDGE FOR YOURSELF.

WHY SHOULDN'T SELLERS OF OTHER CARS KNOCK THE FORD

DUTEE WILCOX FLINT
SALESROOM 46 CUSTOM HOUSE STREET

FORD



THE NEW FOUR-SEATER.

IS H.P. FOUR CYLINDERS, PRESSED STEEL FRAME, ACCUMULATORS and H.T. COIL IGNITION. WILL CLIMB ANYTHING THE WHEELS CAN HOLD.
PRICE £210 COMPLETE.

GUARANTEED FOR ONE YEAR.

The illustration is from a photograph of the actual four-seater car which competed in the

SCOTTISH RELIABILITY TRIALS,

where it was fastest on TRINAFOUR HILL CLIMB and ran throughout the trials without a stop for mechanical troubles of any description.

The engine is the same as that fitted to the famous FORD JUNIOR whose record this season has been one long series of triumphs.

IMMEDIATE DELIVERY.

Full Particulars and Demonstrations from
PERRY, THORNTON & SCHREIBER, LTD.,
117, 118 and 119, LONG ACRE, LONDON, W.G.
Telegrams: "Amnomatic, London." Telephone: 9011 Gerrard.

AUTHORISED AGENTS.
LIVERPOOL—C. C. Paterson & Co., 5, Lord St.
MANCHESTER—Lawcock Commercial Motor Co., Millard Garage, Lower Mosley St.
GLASGOW—Kinnis & Prosser, 91 and 95, Mitchell St.
EDINBURGH—Alexander & Co., 108-110, Lothian Rd.
DUBLIN—Nichols & Hopkins, Holles Street Garage.
BELFAST—The Northern Motor Co., 38, Chichester St.
LIMERICK—Rowland White, Allen St.
BRISTOL—The Bristol Motor Co., 43, Redcross St.
SHEFFIELD—Slack Bros., Kerston St.
WEST HARTLEPOOL—C. MacKinnon, The Garage.

1907 Ford English advertisement of Model N (Four-Seater)...

Front of Car / Model SR;

Rear of car / Prototype body style for 1909 Model T.

Model "S" Roadster

Pate's Early Ford Automobile Encyclopedia (The Ford Cars 1903 – 1909); www.EarlyFordCars.Info

1907-08 Model SR 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): 73 to 1
Horsepower (SAE): 17.92
Engine Crankcase: Aluminum Casting
Flywheel / Fan: Front of Engine
Tank - Gas: 8 gallon capacity,
under front seat
Tank - Water: None
Radiator: Vertical tubes w/Fins
Inside Hood
Oiler: *Mechanical (McCord)*
Steering: Right side / Reduction
Speed - Maximum: 45 mph
Drive Train: Enclosed Direct Drive
Weight: 1100 lbs. (full tanks)
Wheel Base: 84"
Tread: 56"
Tires - Size: 30" x 3"
Rear End: Closed
Brakes: Internal, Expanding
Rear Wheels

Body Information

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, Roadster, Coupe
Color - Body: Brewster Green, Red
Color - Gear: Cream, Red
Equipment: 2 Side Lamps, Horn, Battery,
Storage Bat, Irons for Top
Hood: One piece (no hinge)
Accessories: Top
Door(s) - Rear: Not Applicable
Seating - Capacity: 2 Front
Seating - Front: Bench Style
Seating - Rear: Roadster (1)
Steps Running Board
Roadster – short (24")

Sales Period: *From July, 1907 to November, 1908*
3,710 Automobiles Produced

Observation: The new sporty body style was very similar to the Model T prototype.

Issues and Improvements Needed:

- Improve lubrication system (Eliminate oiler viewing - 1909)
- Increase driving distance (Generate electricity - 1909)
- Increase seating capacity (Ability to carry family - 1909)
- Offer different body styles to meet customer needs ...