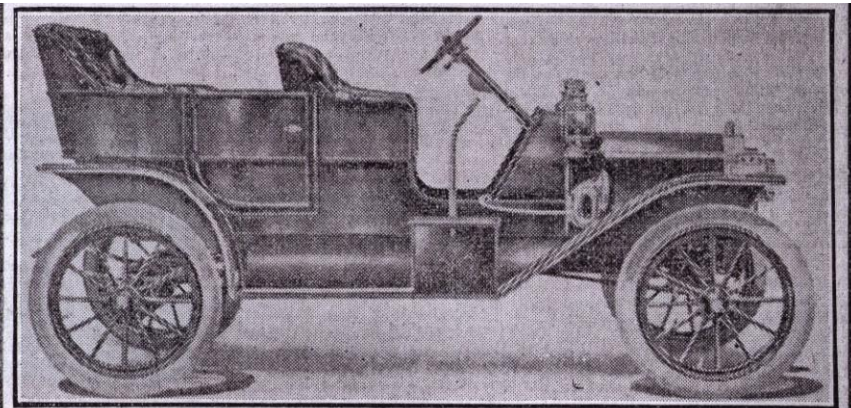


1909 FORD – MODEL T TOURING – The Universal Car

In 1907, Ford realized that though the Ford Models N, R, and S were selling well, the automobiles had items that needed to be improved – Seating capacity, Lubrication system and the Limited driving distance because of battery capacity. The new Model would be - Simple to run and repair; Reliable requiring few repairs, Light to manage road conditions and Inexpensive to purchase and run.

In October 1908, the first Model T was sold. The car had a 100” wheelbase and was powered by a 20 HP, 4 cylinder engine. The new design included a new closed oil lubrication system, enclosed transmission and magneto and it was constructed of new stronger and lighter metal. The Model T was so popular and versatile that demand exceeded production ...

In the first year, the Ford Motor Co. made 14,161 units. The need for even higher production led eventually to the design of an assembly line. The Model T became known as the Universal Car.



This is the new Ford four-cylinder shaft-drive Touring Car which will be put on the market next month. It is a "world-beater," and as 10,000 of these cars will be made in 1908, the price will be right—can't say now exactly what it will be, but *considerably under \$1,000*, so guess you can afford to wait a few days and get full particulars. Ford has a habit of delivering the goods—and at fair prices.

Northwestern Automobile Co.

Sales Agent for Ford Cars in Minnesota, North Dakota and Montana

MINNEAPOLIS

219-221 So. Sixth St.

SEND FOR CATALOGUES

SAINT PAUL

352 Market Street

FORD MOTOR CARS



MODEL T
ADVANCE CATALOG

*March 1, 1908, Minneapolis Sun Journal –
Prototype of the New Ford Model T*

18 THE SATURDAY EVENING POST August 16, 1909

FORD MODEL T CARS FOR 1910

ALL FORD BODIES INTERCHANGEABLE

Every Model T FORD is an exact duplicate of the car that won the New York-Seattle Contest

5-Passenger Touring Car—\$850.00
High priced quality in a low priced car

Roadster—\$825.00 Steering top and mirrors in one. Flexible, accessible, comfortable and easy in appearance.

Touring Car—\$1000.00
In reflecting \$1000.00 cars in more popular designs.

Tourabout—\$850.00

Coupe—\$1066.00
The ideal Doctor's car and at a reasonable price.

Landaulet—\$1100.00
A type that gives the owner a chance to make some money.

THE STORY OF THE RACE—describing the Ocean in Ocean Currents, will be mailed upon request.

Ford Motor Company
Standard Manufacturers—A. M. C. M. A.
266 Piquette Avenue, Detroit, U. S. A.

Greater light supplied
THE FORD MOTOR CO. OF CANADA, LTD.
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St. Louis, Mo.
St. Paul, Minn.
Pittsburgh, Pa.
London, England

WESTS FOR CATALOG

August 16, 1909 - The Saturday Evening Post

1908 / 09 Model T Ford (Specifications)

Mechanical / Performance Information

Cylinders:	4 Vertical Cylinders
Pistons and Stroke:	3.75" x 4"
Horsepower (HP):	20
Ratio (lb. / HP):	60
Horsepower (SAE):	22.5
Engine Block:	Horizontal Block
Flywheel / Fan:	Fan - Front of Engine
Tank - Gas:	10 gallon capacity, Under front seat
Tank - Water:	None
Radiator:	Vertical tubes w/Fins Inside Hood
Oiler:	None
Steering:	Left side / Reduction
Speed - Maximum:	45 mph
Drive Train:	Enclosed Direct Drive
Weight:	1200 lbs.
Wheel Base:	100"
Tread:	56"
Tires - Size:	30" x 3" (front) & 30" x 3½" (rear)
Rear End:	Closed
Brakes:	Internal Trans Bands Rear Wheels

Body Information

Frame - Car:	Pressed Steel
Frame - Engine:	Engine / 3 point
Fender - Front:	Attached to body frame
Fender - Rear:	Attached to body frame
Springs - Front:	Transverse Semi Elliptical
Springs - Rear:	Transverse Semi Elliptical
Body Styles:	(6 different) See above
Color - Body:	Roadster /Gray); Touring/ Red (until end of May, 1909), Green, Gray; Coupe /Green; Landaulet, Towncar ; Tourabout June, 1909
Color - Gear:	Same as Body
Equipment:	2 Side Lamps, Horn
Hood:	4 pieces (hinged)
Accessories:	Head Lights, Top, Battery, Windshield, Odometer
Door(s) - Rear:	Side-Entrance
Seating - Capacity:	2 Front, 2-3 Back
Seating - Front:	Bench Style
Seating - Rear:	Bench Style
Steps - Front/Rear:	Running Board (original no Ford Name)
Step(s) - Rear:	Running Board

*Sales Period: Oct 01, 1908 to Sept 30, 1927 ... (19 yrs / 15,007,033 Automobiles)
First year Model T Produced – 13,852 (Earlier Ford Models – First 6 yrs / 15,632)*

Issues and Improvements Fixed by the Model T:

- Splash lubrication by flywheel/magneto,
Closed system (Eliminated oiler viewing and reduced oil loss),
- Addition of internal magneto (Generates electricity to run car / Not by battery),
- Simple, Strong (Use of new vanadium steel) and Inexpensive,
- New body styles and more seating (Touring and other body styles offered).

THE FORD ... THE UNIVERSAL CAR (That changed the world)