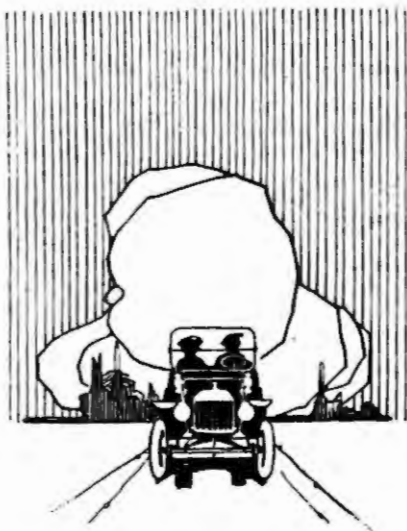




The
WOMAN
and the
FORD

Ford Motor Company
Detroit

The
WOMAN
and the
FORD



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Detroit

"BUY A FORD BECAUSE IT IS A BETTER CAR.
NOT BECAUSE IT IS CHEAPER." — Henry Ford



The WOMAN and the FORD

IT'S woman's day. Her own is coming home to her—her "ownest own." She shares the responsibilities—and demands the opportunities and pleasures of the new order. No longer a "shut in," she reaches for an ever wider sphere of action—that she may be more the woman.

And in this happy change the automobile is playing no small part. It has broadened her horizon—increased her pleasures—given new vigor to her body—made neighbors of far away friends—and multiplied tremendously her range of activity. It is a real weapon in the changing order.

More than any other—the Ford is a woman's car.

That it is also a man's car is a truism that need not concern us here. For this is a woman's booklet. And its one purpose is to further emphasize in the mind of the woman of to-day

The Woman and the Ford

the advantages and pleasures to be gained from ownership of the Ford Car.

Its lightness and its supreme simplicity—with all that the terms imply—have won for it first place in woman's esteem and affection.

This assertion is born of the telling fact that more women drive Ford cars than any other car in the world.

The Ford is as easy to drive as the old family horse—and is quite as safe.

Also it is hardly more expensive, either in first cost or in cost of maintenance.

Five hundred and ninety dollars buys the two-passenger runabout or the three-passenger roadster on the cars at Detroit—complete with all equipment.

And the five passenger touring car costs complete but a hundred more.

As for the expense of the "up-keep" let it be said that we know of many women who

A delightful afternoon's spin through the beautiful parks and boulevards of the city is always greatly enjoyed by the woman motorist



The Woman and the Ford

have run their Ford car on as little as an average of ten dollars a month—and we know of none who have exceeded an average of twenty dollars a month.

The Ford is the first practical, reliable, satisfying car that has come within the reach of the average woman's pocketbook.

Seventy-five thousand new Ford cars will go into service this year.

Many thousands of them will be sold to women.

The reason?

Another car like the Ford could not be built on a less stupendous scale by another concern for twice its present cost.

Trust women to find the bargains.

We are the largest buyers of automobile material in the world. When we go into the market to buy three hundred thousand tires, as many wheels and lamps and our year's supply of raw materials—for which we pay cash—you can rest assured that we get bottom prices.

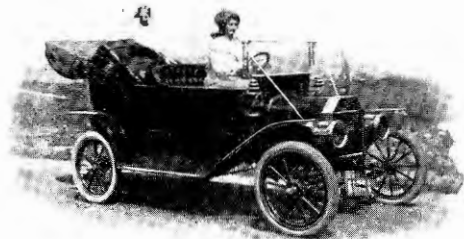
And the converting of these materials into the finished product is done on such a stupendous scale—by the most skilled workmen, wonderfully trained through constant employment—that we are able to reduce the cost of making the car down to an absolute minimum.

The Ford is a better car, not because it costs less, but because it is worth more.

It has all the power and speed it needs—and more. But there isn't much machinery about it—none that a woman can't easily understand in a few moments and learn to control with a very little practice.

It would be an almost hopeless task to attempt to describe the mechanical construction of the car here—a rather interesting task—that can be easily and comprehensively accomplished in a few moments by a visit to our nearest salesroom—a visit you owe to yourself

The Woman and the Ford



Milady finds the Ford especially adapted for calls, shopping, driving a guest to the station and all her innumerable errands

before you come to any decision as to your selection.

And you will be interested in learning about Vanadium steel—a wonderful alloy used only in Ford cars—by which they are made supremely strong, light and safe.

Lightness! A chief characteristic of the Ford. It means a riddance of tire troubles and expense—greater “road ability”—ease—and comfort. But the Ford has all the weight it needs to make it the strongest and safest car extant.

And please mark this—it is the simplicity and surety of the Ford control that makes it particularly the woman's car. Unlike other cars it may be started, stopped and reversed without removing the hands from the steering wheel. There is no “hard work” about the operation—but rather a delightful and recreating exhilaration.

The Ford was the first car to use the left side drive—a blessing to women—adding great-

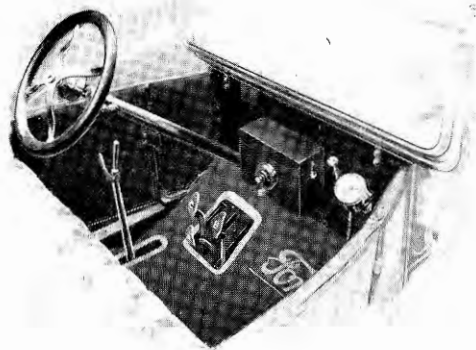
The Woman and the Ford

ly to the safety of the driving—but best of all making it possible for the driver to step directly to the sidewalk or curb, without the necessity of plowing through the dust or mud of the street.

Also it is a clean car—no grease or dirt to soil dainty gowns. And the fact that there is a Ford repairman always within reach, where repairs may be had at small cost, renders the risk of delays slight and makes the Ford an every-day-in-the-year car. We furnish with every car a printed price list of parts, based upon the actual cost of similar parts in the completed car—so there is never any danger of an overcharge.

Four thousand Ford dealers throughout the country carry complete equipments of Ford repairs.

Simplicity and surety of Ford control makes the Model T the ideal car for a woman



The Woman and the Ford



With the Ford she may drive away from the city's noise and rattle to the peaceful quietness of the nearby woodlands

The final word remains yet to be said—the larger phase of the matter indicated.

Good health is the basis of all real success—of all real fun. Without it the pleasant dream becomes a nightmare—and the keenest joy is missed.

Out into the country's sweet, pure sunshine—to roam where the heart dictates—in touch with things vital and worth while—the old ruts left behind—the kind and alluring road ahead—'tis health and freedom and joy to the woman who would live her life to the full.

The Ford spells opportunity—and that without excessive cost.

We have set down here some of the advantages and pleasures to be gained through the ownership of a Ford car. But they can't all be enumerated in cold print—not by any means. You must test the car—and the open road. Then you will know their true worth.

The Woman and the Ford

Economy—safety—speed—grace—convenience—these are the things that the Ford has to a maximum degree.

And it's a woman's car.

An Interesting Letter

We give here just one of the many hundreds of interesting letters which have been received from women who own and operate Ford cars:

"If the automobile will accomplish as much for other women as my Ford has for me, I think you men who make them should see to it that

To be mistress at the wheel of her own motor car is an ambition that appeals strongly to most young women



The Woman and the Ford

every woman would at least know what driving a good car means. The price of your machine is so reasonable that thousands of women would own one if they knew what I know. I have always wanted to ride, hunt, fish, camp out and rough it as men do; there is not a good, healthy outdoor sport I would not enjoy thoroughly if I were strong enough, could stand the exposure, and various conventionalities did not prevent.

"As you know, we have had our car nearly two years, and I have driven it almost daily, summer and winter. It supplies to the utmost

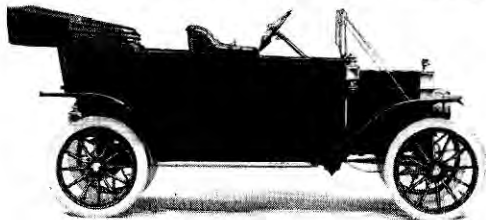
Motor car driving is not a fad and is rapidly becoming adapted by all women who are seeking health and pleasure and escape from the artificial conditions and the worries of the drawing room or kitchen



The Woman and the Ford

the outdoor recreation I need and enjoy. When I grasp the wheel my worries vanish. I can drive all day without fatigue. It is exhilarating, fascinating. Before our car came, the weather kept me indoors constantly—it was too hot, too cold, or too wet outside. Now, wrapped up snug and warm, I welcome a drive in the rain or snow. I take my fill of the summer sunshine, the blue skies, and I know the brilliant woods of autumn as I never did before. I have found health, vigor, contentment, diversion, confidence in myself and a source of never ending, ever varying, pleasure in driving my car.

"There must be women with check books (or access to their husbands'), who love the outdoor life, who crave exercise and excitement, who long for relief from the monotony of social and household duties, who have said, 'I wish I were a man.' Why don't you tell them that your motor car is a solution of all their troubles? All your advertising, all your literature, has been addressed to men, reaching the women by accident if at all. Talk to them direct; I can promise they will listen. If I have dared to criticise you, it is because I know the Ford is the ideal car for a woman to drive, and I therefore feel that you, especially, should endeavor to interest all women in the benefits of motoring."



The Ford Model T Touring Car, as its name implies, offers the greatest pleasure that motoring affords

The Woman and the Ford



Thrilling and invigorating is a spin in the Ford Torpedo on a crisp winter's morning

The Touring Car

Four-cylinder, twenty horse-power, five passenger. Price \$690, f. o. b. Detroit including full equipment. No Ford cars sold unequipped.

This is the ideal family car, spacious, comfortable, beautiful in design, and possessing all the Ford qualities of economy, simplicity and reliability. Its roominess and comfort are hospitably inviting as a pleasure car for family and friends. And of course, the ideal touring vehicle.

The Torpedo Runabout

Four-cylinder, twenty horse-power, two passenger. Price \$590 f. o. b. Detroit, including all equipment.

This Runabout is a delightful little car for the woman to use for shopping, visiting, or rambling, or sending on errands. It is also delightfully adequate as a "touring car for two," and unexcelled for the use of the business or professional man or woman, in making calls.

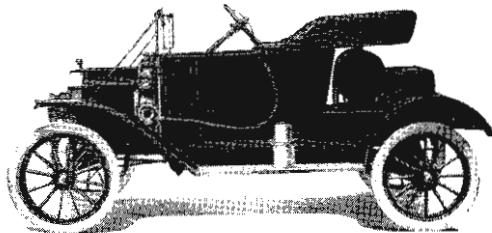
The Woman and the Ford

It is a peculiarly "swagger" car in appearance, and has manifold uses.

To the feminine mind, price is always an important item, and the Ford is not only the best made car, combining highest quality in material and workmanship, but is the lowest priced four-cylinder car on the market. A low price usually suggests inferior quality, and it is necessary therefore that we explain how we are able to build the best car that money and brains can produce, at a price that makes serious competition impossible.

There are two principal reasons—one lies in the immense financial resources and manufacturing facilities of the Ford Motor Company. Its business represents an investment of \$10,000,000 financed solely from its profits, requiring no outside capital whatever. The new Ford plant covers 60 acres, employs 4,500 men and has a capacity of 400 cars daily. 35,000 cars were built and sold in 1911 and the output for 1912 will be 75,000. This enormous volume of business makes it possible to set aside a very small yet satisfactory profit on each car.

The other reason may be found in Mr. Henry Ford's determination to build an automobile for the people; a car, like the piano, that every



Especially attractive are the low and graceful lines of the Ford Torpedo Runabout

The Woman and the Ford



As an ideal car for shopping and errands it would be hard to find a car better adapted than the Ford Roadster

home might own and enjoy. Mr. Ford is one of the earliest inventors of automobiles, and after many years of concentrated effort to produce high priced quality in a low priced car, his ambition has been fully realized. Mr. Ford has made it possible for thousands to own cars, who, without his efforts could never have bought one. He has stricken the motor car from the list of luxuries, and made it a commodity, within the reach of all.

The Roadster

Four-cylinder, twenty horse-power, three passenger. Price, \$590.00 f. o. b. Detroit, complete with all equipment.

For those who prefer the open style of body the model "T" Roadster will be found to best advantage. It is equally as satisfactory for touring as the touring car or torpedo runabout and has the additional carrying capacity for one passenger if desired.

The Woman and the Ford

The Town Car

Four-cylinder, twenty horse-power, six passenger. Price \$900, f. o. b. Detroit complete with all equipment.

Entirely closed with plate glass windows and doors, this roomy substantial and beautiful car is adapted to all the requirements of the family in all kinds of weather. It is a splendid vehicle for winter use, and may be transformed into an airy summer car, in a few moments, by lowering the glasses and dropping the top.

Our claims of superiority may seem too numerous and too emphatic, but they may be easily verified and we shall esteem it a favor if you will permit our nearest dealer to show you a Ford, explain its operation, drive you over city and country roads, and then you will know why we enjoy the confidence and patronage of such a vast number of women motorists. Buy a Ford with the money you would otherwise pay for your physicians' services, and prescriptions, and you will be assured returns that no other investment could offer.



With its plate glass windows and appropriate furnishings, the Ford Town Car is the personification of comfort, refinement and luxury

Ford Motor Company

General Offices and Main Factory :

Detroit, U. S. A.

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Cleveland	New York
Dallas	Omaha
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Detroit	Philadelphia
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Hamburg, Germany	St. Louis
Hamilton, Ontario	San Francisco
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