

1904 FORD – MODEL B TOURING

The majority of Ford stockholders wanted to offer an expensive and large auto for the wealthy buyer. With the introduction of the Model B, Ford Motor Co. would have two different automobile lines – Large, luxurious and expensive for the wealthy (*New Model B*) and Small, light and affordable for the average person (*Model A and a New 1904 Model C*).

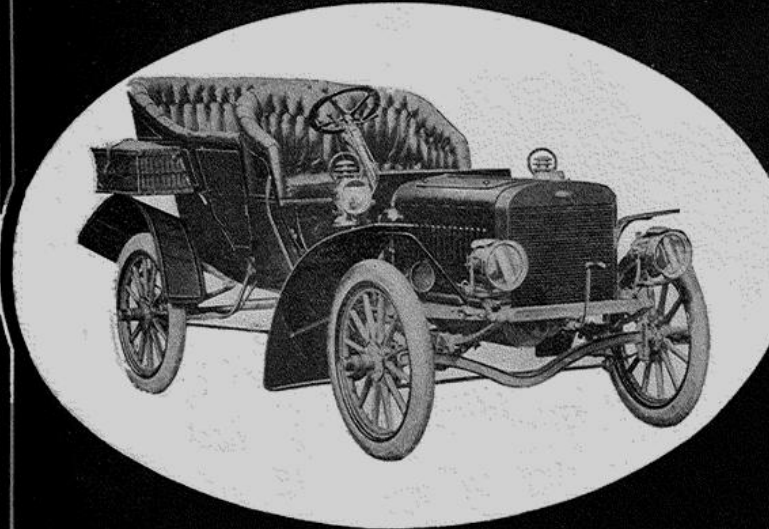
In October 1904, the Model B emerged from the Ford Mack Ave. Plant with a wheelbase of 92”, 4-vertical cylinders with 5½” pistons and a stroke of 5”. The 24 HP engine was located under the front hood. Other improvements to the automobile design included – Front bucket seats, Touring body with full back seat and side doors to rear seating, Steps to the front and back, Enclosed drive train and larger 32” x 3½” tires.

The impressive Model B was offered at a price of \$2,000. After 20 months, 500 Model B’s had been produced and sold.

YOU CAN'T AFFORD TO BE WITHOUT A

FORD

Speed, elegance, comfort and all the best features of the world's most costly cars having been combined in the \$2000, four-cylinder Ford, it is reasonable to claim that this model is in a class above competition



Ford 4-Cylinder Touring Car, \$2,000.00

The Ford Model B car surpasses anything on the American market to-day. To furnish a car of 20 H. P., weighing 1700 lbs., at a price of \$2000, would, a short time ago, have been impossible. The wonderful qualities of the Ford do not stop with these achievements, for the car is replete with details of construction years in advance of other makes. To a large extent, the tire problem is solved by the Ford construction. The cut and this short description cannot give you a complete idea of the merits of this car.

Write us for catalog and more information.

FORD MOTOR CO. Detroit, Mich.

THE RECORD OF THE FORD

THE FORD MOTOR CO. Detroit, Mich.

The Ford

1905

The FORD Cars are the Stars of the Show.

APRIL, 1905 COUNTRY LIFE IN AMERICA 701

The BIG FOUR of the FORD LINE

The popularity of Ford Models from which every man's essential requirements can be satisfied.

Model B, 1905. Six models shown.

Get a Ford demonstration of power in comparison with other cars and see the difference between wheel power and road power.

Ford Motor Company, Detroit, Mich.

1904 - 06 Ford Model "B" / 24 HP (Specifications)

Mechanical / Performance Information

| | |
|----------------------------|---|
| Cylinders: | <i>4 Vertical</i> |
| Pistons and Stroke: | <i>5.5" x 5"</i> |
| Horsepower (HP): | <i>24</i> |
| Ratio (lb. / HP): | <i>71 to 1</i> |
| Horsepower (SAE): | <i>28.9</i> |
| Engine Crankcase: | <i>Aluminum Horizontal /Heads</i> |
| Flywheel: | <i>18" diameter, 3" thick</i> |
| Tank - Gas: | <i>15 gallons capacity,</i> Under front seat |
| Tank - Water: | None |
| Radiator: | <i>Vertical Tubes w/Fins</i> Under hood |
| Oiler: | <i>7 Point on Dash</i> |
| Steering: | Right side / No Reduction |
| Speed - Maximum: | <i>40 mph</i> |
| Drive Train: | <i>Enclosed Driveshaft</i> |
| Weight: | <i>1700 lbs.</i> |
| Wheel Base: | <i>92"</i> |
| Tread: | <i>55.5"</i> |
| Tires - Size: | <i>32" x 3 ½"</i> |
| Rear End: | <i>Closed Housing</i> |
| Brakes: | <i>Internal, Expanding</i> |

Body Information

| | |
|----------------------------|---------------------------------------|
| Frame - Car: | Special Frame Constr |
| Frame - Engine: | None |
| Fender - Front: | Attached to Frame |
| Fender - Rear: | Attached to Frame |
| Springs - Front: | Single Elliptical |
| Springs - Rear: | Double Elliptical |
| Body Styles: | Touring |
| Color - Body: | Dark Green |
| Color - Gear: | Yellow |
| Hood: | <i>Hinged with Louvers</i> |
| Accessories: | Top, Lights, Horn |
| Door(s) - Rear: | Side Entrance |
| Seating - Capacity: | 2 Front, 3 Rear |
| Seating - Front: | Bucket Style |
| Seating - Rear: | Bench Seat |
| Steps - Front: | Mounted on Frame Ford Name on Step |
| Step(s) - Rear: | 1 Step on each side |

Observation: Model B is shorter than the Model T

Sales Period: *From October, 1904 to June, 1906*
500 Automobiles Produced / 9 Survivors (2%)

Highlighted Text: *Changes that are new and will appear in later model Ford cars*

Ad Descriptors: *Speed, Elegance, Comfort, FORD*

Production of the model was limited and advertising by Ford Motor Co. was focused on the smaller inexpensive Model Ford automobiles ...

Improvements Needed:

- **Make Competitive** (Most expensive automobiles had a 3 speed transmission)
- **Lower Cost/Price** (Easier to sell – Model F)