

1904 FORD – MODEL C TONNEAU

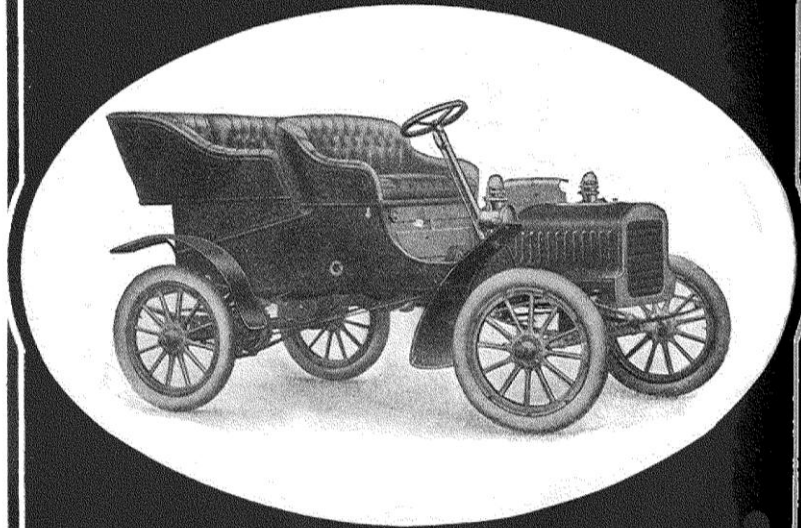
In 1904, the trend in automobile body styles changed with the addition of hoods to the front of cars. In October 1904, Ford Motor Co. decided to introduce a new Model to meet the trend in its small line of automobiles. The solution was to increase the wheel base of the 1904 Model A and move the fuel tank under the front hood to make refueling easier.

The delivery of the new model from Dodge started in fall of 1904, and the first Model C was sold in October. The new car had a 78” wheelbase, was powered by same Model A 10 HP 2 cylinder horizontal engine and two differential gear ratios were offered. To improve cooling of the engine, a larger 10 x 2 horizontal core radiator was placed in the front of the hood. In December 1904, the Directors of Ford Motor Co. decided to make some changes to the body for the 1905 Model C. Running boards would be added to make it easier to get in and out of the automobile, and access to rear seating area would be through side doors rather than the rear-entrance door in the 1904 version. During the 13 months of the Model C production (11/1904 to 12/1905), 850 units were assembled and sold.

YOU CAN'T AFFORD TO BE WITHOUT A

FORD

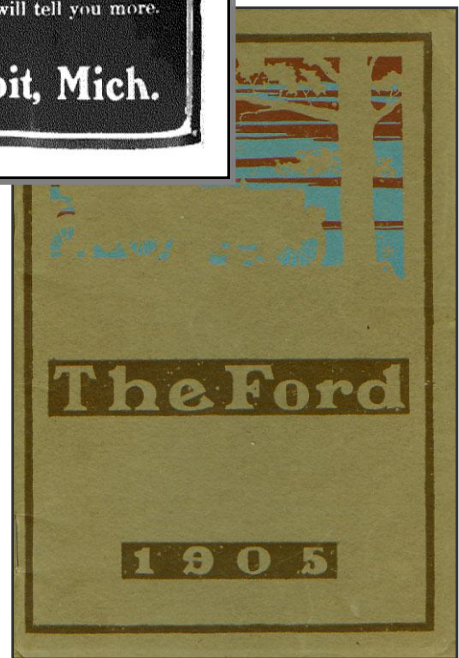
Ample power, simplicity, comfort and the longest satisfactory service for the price, are distinguishing features of the Ford



Ford 2-Cylinder Touring Car, \$950.00

In Model C, at \$950.00, is found a car whose popular success and reputation have never been equaled. A two-cylinder opposed motor of ample power, proven reliability, simplicity, economy and beautiful design, make this car the most desirable of its class on the market. The 3000 satisfied users who have already realized the merits of the Ford are sufficient recommendation of its excellence. Our catalog will tell you more. Write for it.

FORD MOTOR CO. Detroit, Mich.



1904 / 05 Ford - Model C / 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 body 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: Carmine or Green |
| Tank - Water: Outlet in back Back Support – Single leg | Color - Gear: Carmine to Straw (11/04) |
| Radiator: Horizontal tubes w/Fins <i>10 front x 2 deep</i> | Accessories: Horn, Lights, Brass Rails |
| Oiler: Drip - <i>6 Point</i> | Door(s) - Rear: Rear Entrance 21" Wide Bottom half curved |
| Steering: Right side / No Reduction | Seating - Capacity: 2 Front, 2 Rear (Tonn.) |
| Speed - Maximum: 30 mph | Seating - Front: Bench Style |
| Drive Train: Chain | Seating - Rear: Corner Seats |
| Weight: 1250 lbs. | Steps - Front: Mounted Outside Frame |
| 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> Inside Differential | |

Sales Period: *From November, 1904 to December, 1905*
850 Automobiles Produced / 36 Survivors (4%)

Highlighted text is used to identify changes from previous 2 cyl. Ford models

Ad Descriptors: *Ample Power, Simplicity, Comfort, Satisfactory Service*

Improvements Needed (for Model F):

- Higher class body style
(Running boards, Seating)
- Improve steering ...
(Steering reduction)
- Improve ride (Longer wheelbase)
- Improve braking
- Larger engine (More HP)
- Improve cooling system