

## **1903 FORD – MODEL A REAR-ENTRANCE TONNEAU**

In Feb 1903, the Dodge Bros. agreed to manufacture 650 engines and drive trains for Henry Ford by June 1903. The Dodge units were to be delivered to the Ford Motor Co. factory on Mack Avenue in Detroit, MI where the first Ford cars would be assembled.

In July 1903, the first Model A was sold. The car had a short 72” wheelbase and was powered by an 8 HP, 2 cylinder horizontal engine designed by Henry Ford. Noticeable characteristics of the first Ford’s were the small 4 x 4 horizontal core radiator, a closed rear end and 28” x 3” wheels. The rear seating body option was detachable. Of the 677 units that were made, there are only 8 cars that still exist with the original Model A features.

During the 16 months of the Model A production (1903 and 1904), 1,808 units were assembled and sold. These cars provided the cash flow that allowed Ford Motor Co. to develop new and better models that led to the 1909 Model T Ford (The Universal Car).

# "The Fordmobile"

"Who can't Afford a Fordmobile?"



**RUNABOUT, \$750**  
F. O. B. Detroit

**A FEW OF THE MANY FORDMOBILE GOOD POINTS:**

Always ready, always sure.  
 Road to meet and ease to us.  
 It is made of few parts and every part does something.  
 The principle of a Fordmobile engine makes it possible to obtain the highest possible amount of wear with the lowest possible friction and vibration which is what all the world has been looking for ever since the first automobile engine was constructed.  
 The transmission gear is one of the most good features of the Fordmobile. It has provision practically feasible as it appeared theoretically plausible. Only five gears are used, and none of these are internal.  
 The steering is very simple and is contained in and protected by an all-steel sheet-steel frame about 3 inches in diameter by 3 inches in length.  
 Built to take you any where you want to go and bring you back again in time.  
 We take it for granted you want to get the best automobile, — so we ask you to write us for a catalog.

**The FORDMOBILE CO., Ltd., Detroit, Mich.**

# "The Fordmobile"

"Who can't Afford a Fordmobile?"



**TONNEAU, \$850**  
F. O. B. Detroit

Handsomely Furnished      Spring Backs and Seats

**FORDMOBILE ACCESSORIES:**

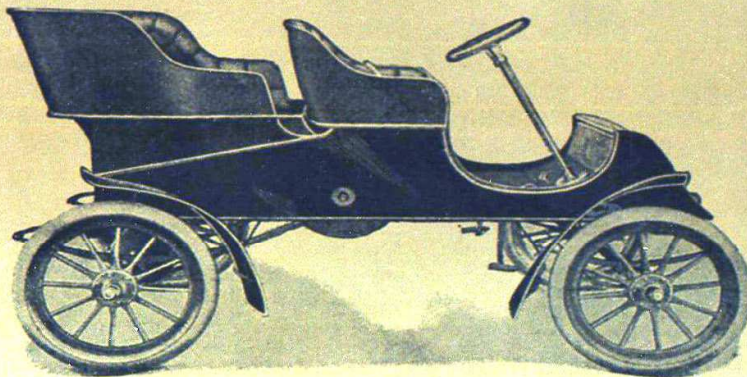
Leather top, cloth finish, made of high grade leather, complete with side curtains and lights, also storm apron **\$50.00**  
 Rubber top, made of first quality goods, complete with lined side curtains, side light and apron **\$30.00**

Will you not write us and ask us for further information on any points which do not seem quite clear to you?  
 There is no time like the present. If you are not convinced of the superiority of the Fordmobile, give us a chance to convince you.  
 We can do it. Write today.

**The FORDMOBILE CO., Ltd., Detroit, Mich.**

# BOSS OF THE ROAD

*The Latest and Best*



**The FORDMOBILE with detachable tonneau, \$850**

**T**HIS new light touring car fills the demand for an automobile between a runabout and a heavy touring car. It is positively the most perfect machine on the market, having overcome all draw-backs such as smell, noise, jolt, etc., common to all other makes of Auto Carriages. It is so simple that a boy of 15 can run it.

For beauty of finish it is unequalled—and we promise **IMMEDIATE DELIVERY**. We haven't space enough to enter into its mechanical detail, but if you are interested in the **NEWEST** and **MOST ADVANCED AUTO** manufactured to-day write us for particulars.

**FORD MOTOR COMPANY**  
**689 Mack Avenue**      **Detroit, Mich.**



# 1903 / 04 Ford Model A / 8 HP – Specifications

## Mechanical / Performance Information

**Cylinders:** 2 Horizontal opposed  
**Pistons and Stroke:** 4"x 4"; 100.4 cu"  
**Horsepower (HP):** 8  
**Ratio (lb. / HP):** 156 to 1  
**Horsepower (SAE):** 12.8  
**Engine Crankcase:** Split Vertically  
**Flywheel:** 16" diameter, 3" thick  
**Tank - Gas:** 5 gallons capacity,  
Under front seat  
**Tank - Water:** Outlet in front  
Back Support –  
Double leg  
**Radiator:** Horizontal tubes w/Fins  
4 front x 4 deep  
**Oiler:** Drip - 4 Point  
**Steering:** Right side / No Reduction  
**Speed - Maximum:** 30 mph  
**Drive Train:** Chain  
**Weight:** 1250 lbs.  
**Wheel Base:** 72"  
**Tread:** 55.5"  
**Tires - Size:** 28" x 3"  
**Rear End:** Closed Housing  
**Brakes:** External, band  
contracting in differential

## Body Information

**Frame - Car:** L Shape  
**Frame - Engine:** Shape – "M"  
**Fender - Front:** Attached to body frame  
**Fender - Rear:** Attached to body frame  
**Springs - Front:** Double Elliptical  
**Springs - Rear:** Double Elliptical  
**Body Styles:** Runabout, Tonneau  
(Delivery)  
**Color - Body:** Maroon  
**Color - Gear:** Maroon  
**Accessories:** Horn, Lights, Brass Rails  
**Door(s) - Rear:** Rear Entrance  
12" Wide with  
bottom half curved  
**Seating - Capacity:** 2 Front,  
2 Rear (Tonn.)  
**Seating - Front:** Bench Style  
**Seating - Rear:** Corner Seats  
**Steps - Front:** Mounted Inside Frame  
Ford Name on Step  
**Step(s) - Rear:** 1 Step Center Rear  
No Name on Step

**Sales Period:** *From July, 1903, to April, 1904*  
*677 Automobiles Produced / 56 Survivors (8%)*

**Ad Descriptors:** *"Boss of the Road", "Latest and Best"*

## Improvements Needed (for 1904 Model A):

- Improve braking
- Need more HP
- Increase engine cooling
- Improve lubrication

