The Doctor and His Car by Ford Motor Company, Detroit

by Paul Duncan, M.D.

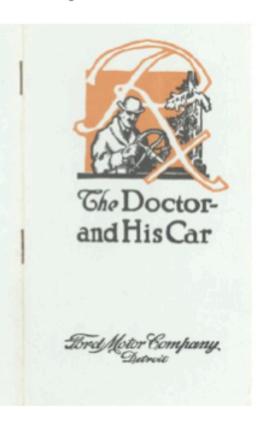
Model-T-Booklet-Review

---This-short-booklet-was-published-by-the-Ford-

Motor-Company-around-1912. In the opening paragraph the subject-is-introduced: "In-thishigh-geared, competitive age, to-be-professionally-efficientthe physician must own a motor-car. There is no other way. The car is as necessary a part of the doctor's equipment-as-thestethoscope".-The-authorscontend: "The Ford carenables the Doctor to get there" be it far or near, by night-or-day, over-good-roadsor bad, in the briefest possible time". The authors comment that the Ford Torpedo model is a most desired car for Doctor's use. The Torpedo was-only-produced-for-thevears-1911-and-1912,however.

The authors comment on the Vanadium steel used in Model T's that was twice as strong and half as heavy as ordinary steel. They call the Ford-

ignition-"a-distinct-Ford-device.-It-avoids-thecomplicated-troublesome-feature-of-other-makes-



and is a remarkable adaption-of-thealternating current, direct-connected. dynamo.-It-is-anintegral-part-of-thefly-wheel-of-theengine." Furthermore. the Ford-owner-does-notrequire-the-servicesof a chauffeur. ---Here is the important-sellingpoint-for-me-as-aphysician. "The doctor-who-drives-a-Ford-starts-his-enginein-ten-seconds, stepsinto a warm comfortable-car. finishes-his-home

visit-and-is-back-before-he-could-have-reached-hispatient-with-a-horse."

-I-am-sold-on-it.-I-will-order-two-of-them!!