

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 this high-geared, competitive age, to be professionally efficient the physician must own a motor car. There is no other way. The car is as necessary a part of the doctor's equipment as the stethoscope". The authors contend: "The Ford car enables the Doctor to "get there" be it far or near, by night or day, over good roads or 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 the years 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 the complicated troublesome feature of other makes

and is a remarkable adaptation of the alternating current, direct-connected dynamo. It is an integral part of the fly-wheel of the engine."

Furthermore, the Ford owner does not require the services of a chauffeur. ¶

.... Here is the important selling point for me as a physician. "The doctor who drives a Ford starts his engine in ten seconds, steps into a warm comfortable car, finishes his home

visit and is back before he could have reached his patient with a horse." ¶

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

