

FEBRUARY

1926

Ford

PICTORIAL



Totem Pole and hut brought to Los Angeles, Calif., in 1908 by a group of Alaskan Indians.



Snow falling at the base of Mt. Hood near Portland, Ore.



"Pete the Hermit," well known character of Hollywood, Calif., introduces his dog and dandy.



The Ford runabout is popular with college students. Here's one on the Stanford Campus, Palo Alto, Calif., the famous chapel in the back ground.

Ford PICTORIAL

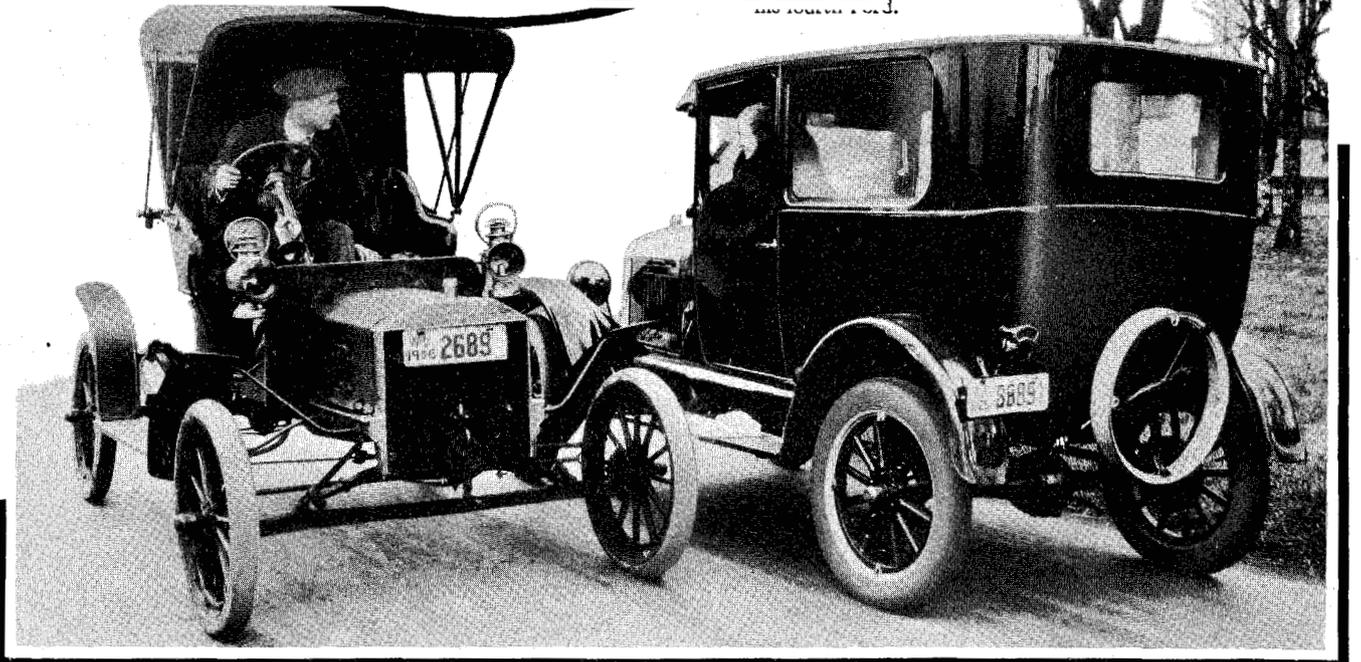


A bus built on a Ford chassis furnishes the transportation for school children of American families on the Isle of Pines.



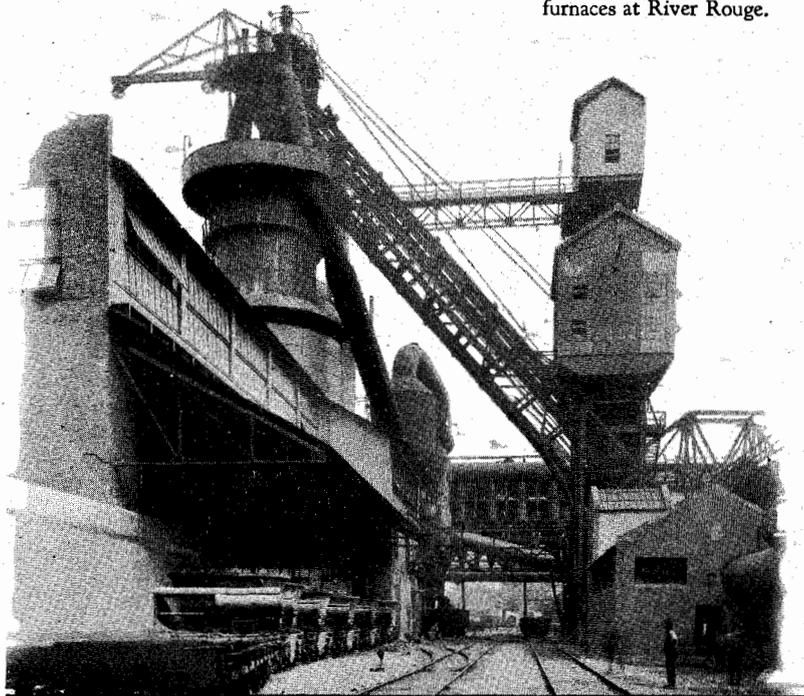
There's B. F. South of port, Ind., aged 84, and his improved Ford Tudor sedan.

Williams, and his sedan. It's his fourth Ford.



An old timer, a 1906 Ford, and an Improved Ford Tudor sedan pass on the Pacific Highway. The old car is owned by Sam Allen of Puyallup, Wash., and it can do 25 miles an hour on the road.

Exterior view of one of the blast furnaces at River Rouge.



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The process of converting raw materials into finished products in the cycle of the Ford manufacture begins at the great River Rouge plant of the company near Detroit.

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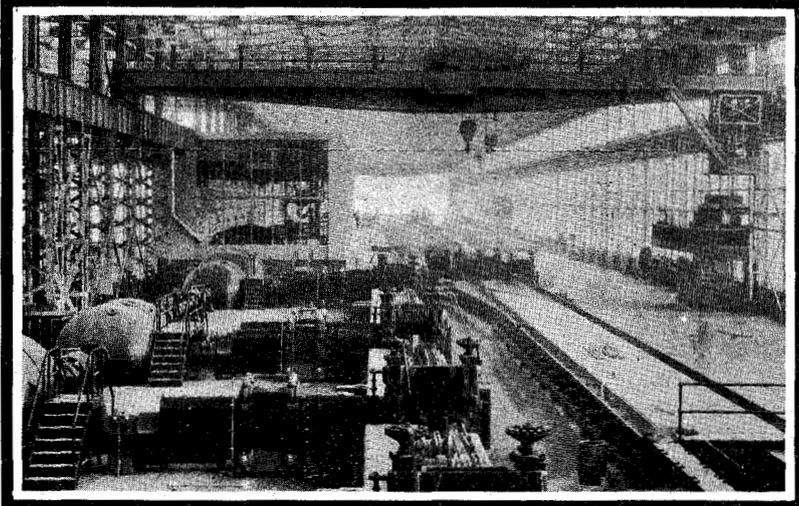
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Here, steamers coming in from Ford mines, unload their cargoes of coal, iron ore and limestone in the giant bins which stretch along the River Rouge docks and have a capacity of 2,000,000 tons.

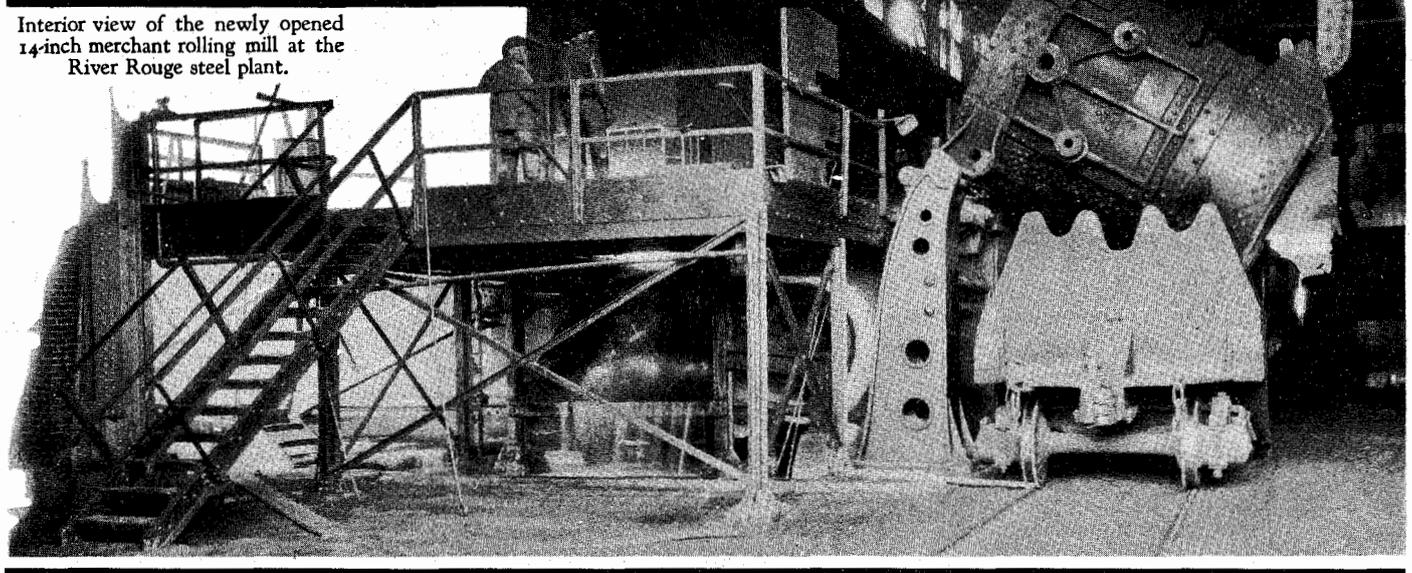
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Behind these bins rise two great blast furnaces — each with a 500-ton daily capacity and into these go the iron ore and limestone in the



Interior view of the newly opened 14-inch merchant rolling mill at the River Rouge steel plant.



Tipping a hot metal ladle at the pig cast house at the River Rouge plant.

PICTORIAL

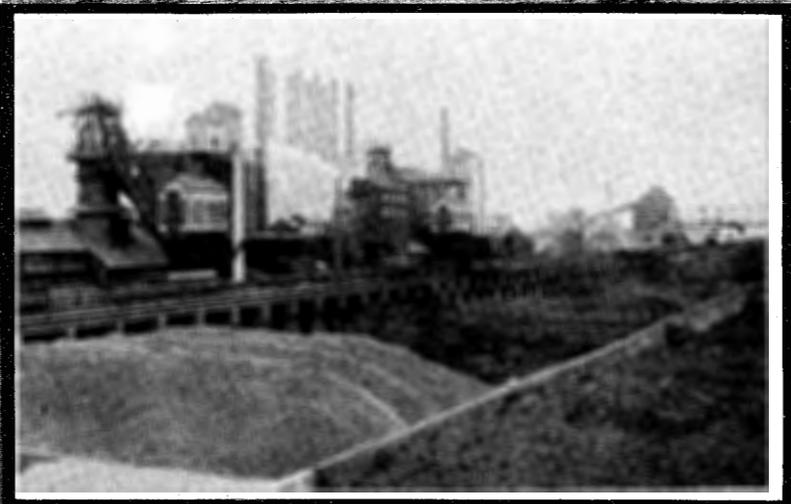
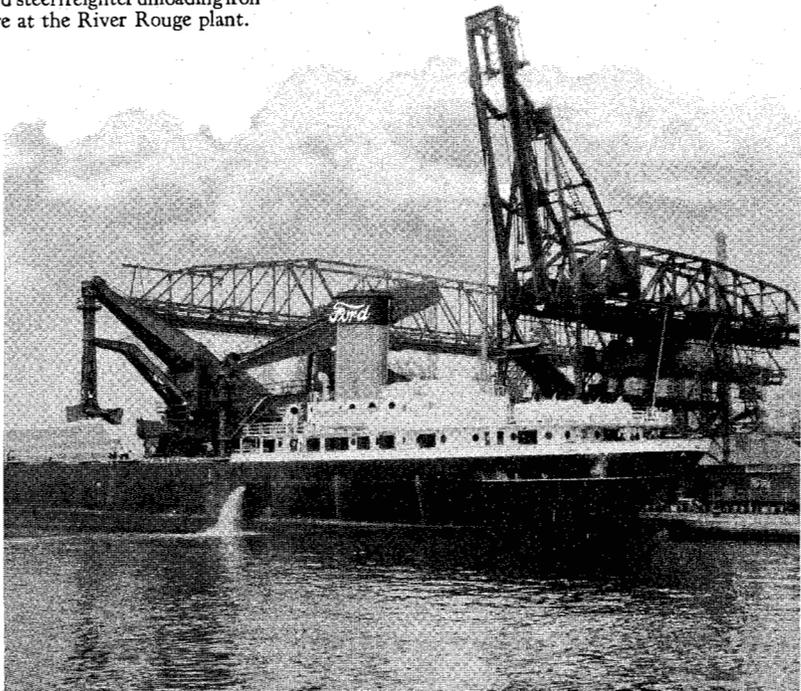
ATION OF RAW MATERIAL BEGINS

first step toward manufacture of Ford cars.

As the molten metal comes from the blast furnaces it is run into great ladles in which it is carried to the world's largest foundry where it is cast into moulds.

A new steel mill, now being completed at the River Rouge plant of the company, makes another addition to the Ford production cycle. The rolling mill in this plant, which converts steel billets into bars for Ford products, has already begun operations.

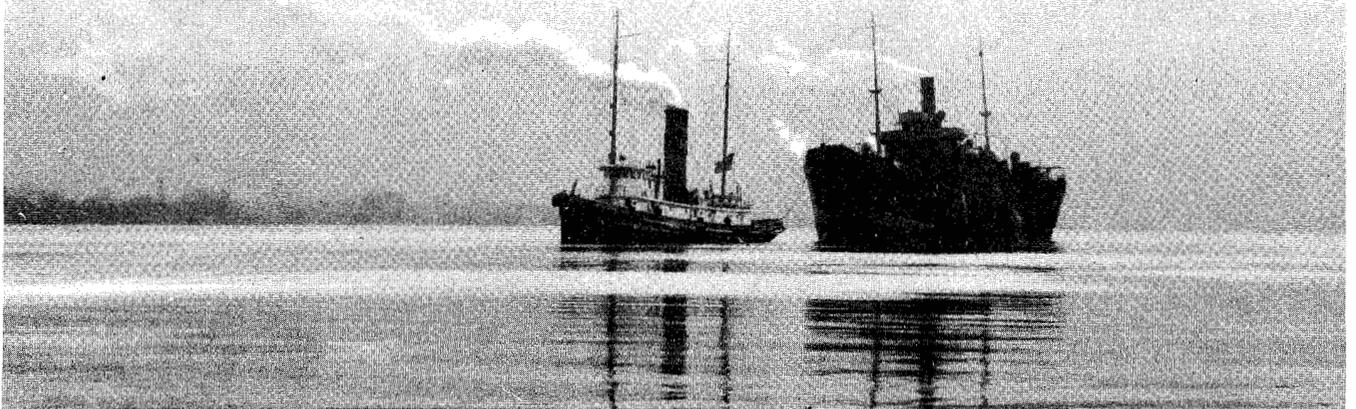
Ford steel freighter unloading iron ore at the River Rouge plant.



The great iron ore, limestone and coal bins at River Rouge.



Scene at one of the blast furnaces as the metal is poured.



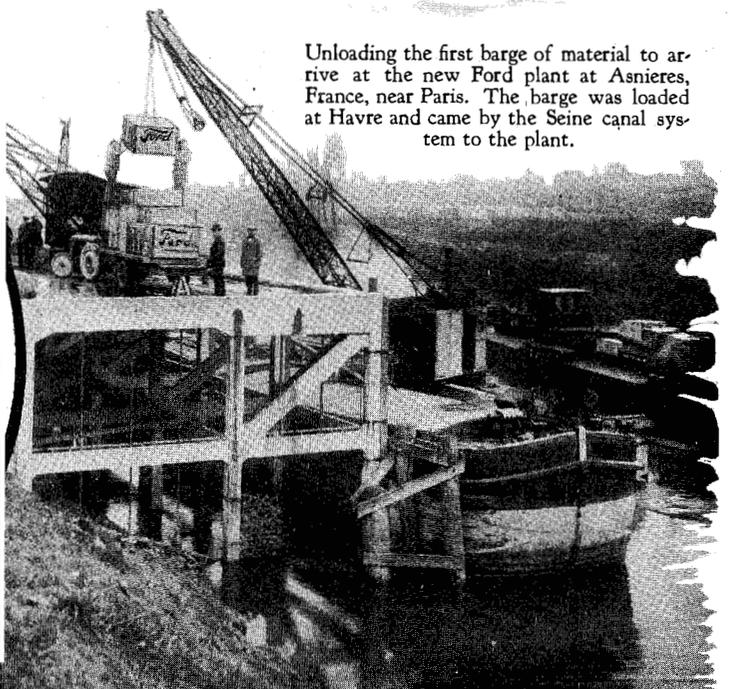
Towed by the Ford Tug Ballcamp, the Lake Fondulac, first of the ships purchased from the government to be brought to the River Rouge plant of the Ford Motor Company at Detroit, arrived for scrapping a short time ago. The picture shows the ship being towed up the Detroit River.



Crowd in Patrick street, Cork; Ireland, examining the first improved Ford car to be displayed there.



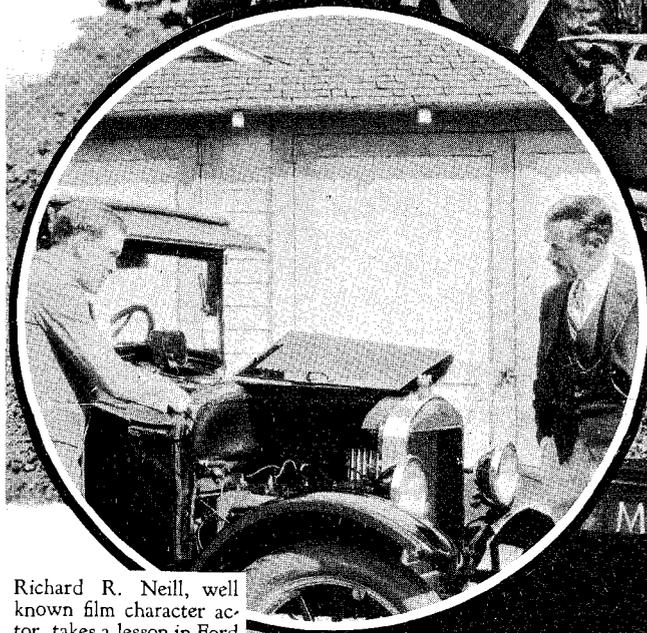
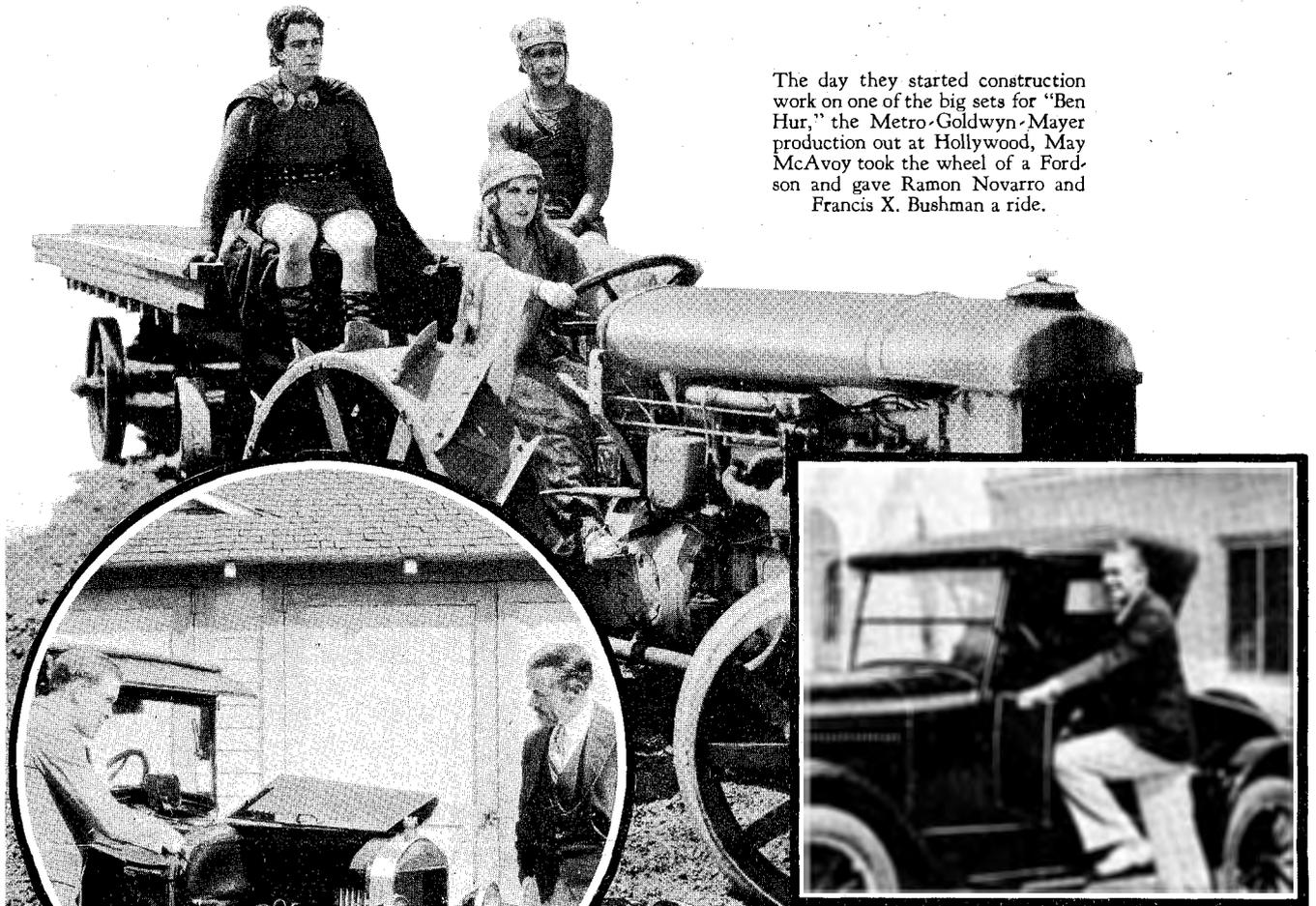
The Royal Danish Yacht club at Copenhagen.



Unloading the first barge of material to arrive at the new Ford plant at Asnieres, France, near Paris. The barge was loaded at Havre and came by the Seine canal system to the plant.

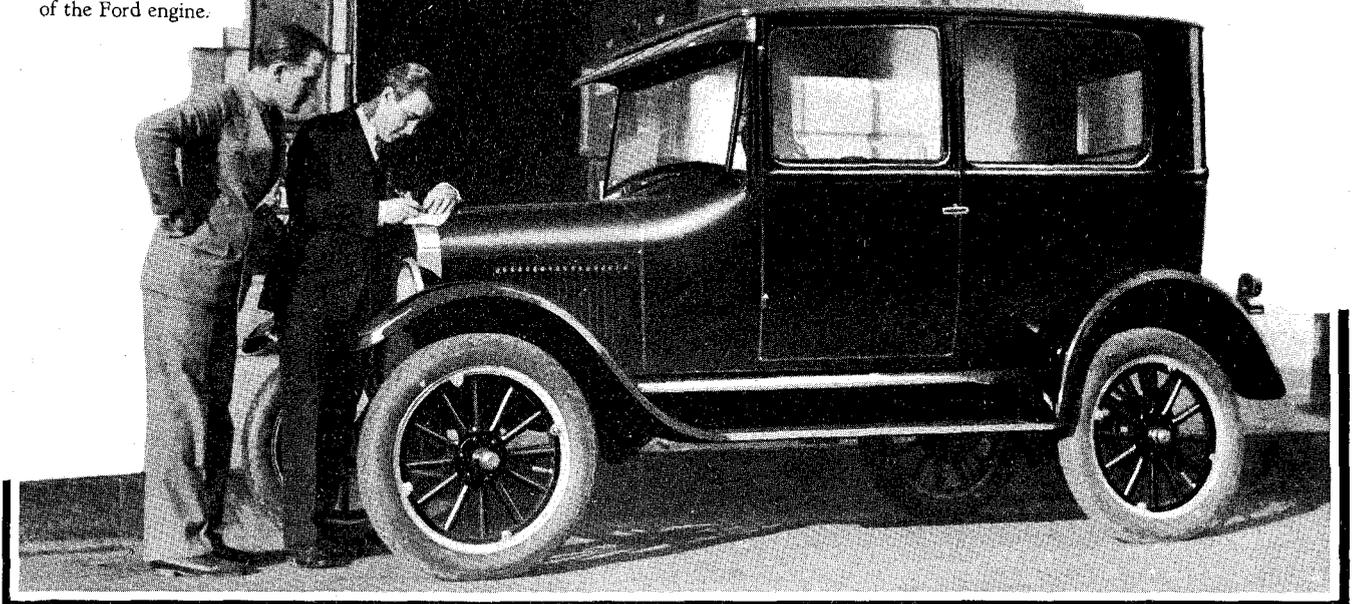
Ford PICTORIAL

The day they started construction work on one of the big sets for "Ben Hur," the Metro-Goldwyn-Mayer production out at Hollywood, May McAvoy took the wheel of a Fordson and gave Ramon Novarro and Francis X. Bushman a ride.



Know this young chap? Sure, you guessed it — Doug Fairbanks, Jr.

Richard R. Neill, well known film character actor, takes a lesson in Ford mechanics. W. M. Harris, of Hollywood, tells him of the Ford engine.



Prof. Moore, orchestra leader at the famous Cafe Montmartre, Hollywood, a favorite gathering place of movie stars, signs up for a Ford Tudor sedan.

Ford



Testing Ford crankshaft
for hardness on the
Brinell instrument

TUDOR
\$580
E.O.B. DETROIT



Maintaining Quality Through Inspection and Re-inspection

The reliability for which Ford cars are famed everywhere is determined first by the quality of materials used and, second, by the high standard of workmanship. The inspection system maintained is unusually thorough. Not only are parts tested at each stage in production, but frequent

re-inspections follow, to insure against carelessness or inaccuracy on the part of inspectors. Only thus can the uninterrupted flow of Ford production go on, and the dependable performance every buyer of a Ford car expects, be assured. * * * * *

FORD MOTOR COMPANY, Detroit, Michigan

RUNABOUT \$260, TOURING \$290, COUPE \$520, TUDOR SEDAN \$580, FORDOR SEDAN \$660

All prices f. o. b. Detroit