An intrepid army officer and his companion stop for refreshment at Siwa, an oasis in the Libyan Desert, Egypt.
Instead of the familiar street corner group, the Salvation Army is seen here using a Ford equipped with radio and loud speaker; a novel idea in a drive for funds.

© U & U

One of the latest innovations for washing motor cars is this automobile wash bowl in use at St. Paul, Minn. The whirling action of the water produces a spray and does not injure the paint.

© K & H News

O. H. Bettes, traveling salesman, distributes Bibles from his home on wheels built on a Ford chassis. Here he is with members of his Sunday school class at Dallas, Tex.

© World Wide

Across "Unknown Australia" in a Ford car, Michael Terry, risked death many times during his trip. His exploration revealed rich, fertile land.
A 100% Ford farmer, John Weide at Sioux Falls, S. D., uses a Fordson Tractor, Ford Truck, Ford Touring Car and Fordor Sedan.

© World Wide

One of the many United States Forest Service Ford cars which are mounted on railroad wheels to patrol the railroads' right-of-way where the fire danger is great.

© K & H News

The strange ride of twenty-six Ford cars carrying a party of 100 from Baghdad to Holy Mecca. The convoy was arranged by an Arab, when the Euphrates was overflowing its banks.

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More than 165,000 families—in all walks of life—have taken advantage of "The Ford Plan" to own an automobile. Let us tell you why.

Every family—with even the most modest income, can now afford a car of their own. This Ford Plan makes it possible.

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Steamer Onondaga of the Ford fleet carried the first cargo of automobile parts to be shipped to the Pacific Coast. Crowd welcoming the ship at San Diego where half the cargo was unloaded for delivery to the Los Angeles branch of the Ford Motor Company.

Acting Mayor Angelo Rossi welcoming Captain Wilson, skipper of the Onondaga, to San Francisco.

A view of the Onondaga's hold showing how Ford motors were packed for shipment.
"FORD TRAILS" include the principal touring routes in America. In subsequent issues of "Ford Pictorial" other sections of the country will be shown.

KEY
Numbers correspond with list of principal highways

1 Lincoln Highway
   RED WHITE BLUE RED

4 National Old Trails Road
   RED WHITE BLUE

9 Lee Highway
   BLUE ON GRAY

10 Old Spanish Trail
   RED WHITE YELLOW BLACK LETTERS

11 National Pk. to Pk. Highway
   BLACK ON WHITE

12 Dixie Overland Highway
   BLUE BORDER AND LETTERS ON WHITE

14 Bankhead Highway
   YELLOW BANDS BLACK LETTERS

15 Pikes Peak O to O Highway
   RED WHITE

16 Evergreen National Highway
   GREEN ON WHITE

17 Midland Trail
   CHERRY BLACK ORANGE

19 Atlantic Pacific Highway
   YELLOW BLACK YELLOW

24 Colorado to Gulf Highway
   RED WHITE BLUE

25 Victory Highway
   METAL SIGN
The Nearest Service is Ford Service

Authorized Ford Service is available in every neighborhood of the nation. More than 9,000 Authorized Ford Sales and Service Dealers are linked in a web which unites the cities, villages and hamlets of America.

Wherever you travel, the friendly blue and white sign represents the continued responsibility of the maker of Ford products; it assures continued satisfaction to the user. It identifies highly skilled specialists in the operation and maintenance of products of the Ford Motor Company. These men use tools and equipment designed to permit better work in shorter time and at lower cost. Their labor charges are standardized as well as minimized—exact amounts are told you in advance. Replacement parts are installed which are Ford-designed and Ford-made, and every operation and every unit is backed with a positive guarantee.

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