Totem Pole and hut brought to Los Angeles, Calif., in 1908 by a group of Alaskan Indians.
The Ford runabout is popular with college students. Here's one on the Stanford Campus, Palo Alto, Calif., the famous chapel in the background.
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.

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

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.

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.

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

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.

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.

The Royal Danish Yacht club at Copenhagen.
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.

Prof. Moore, orchestra leader at the famous Cafe Montmartre, Hollywood, a favorite gathering place of movie stars, signs up for a Ford Tudor sedan.
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. Only thus can the uninterrupted flow of Ford production go on, and the dependable performance expected by every buyer of a Ford car 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