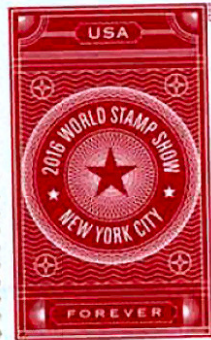


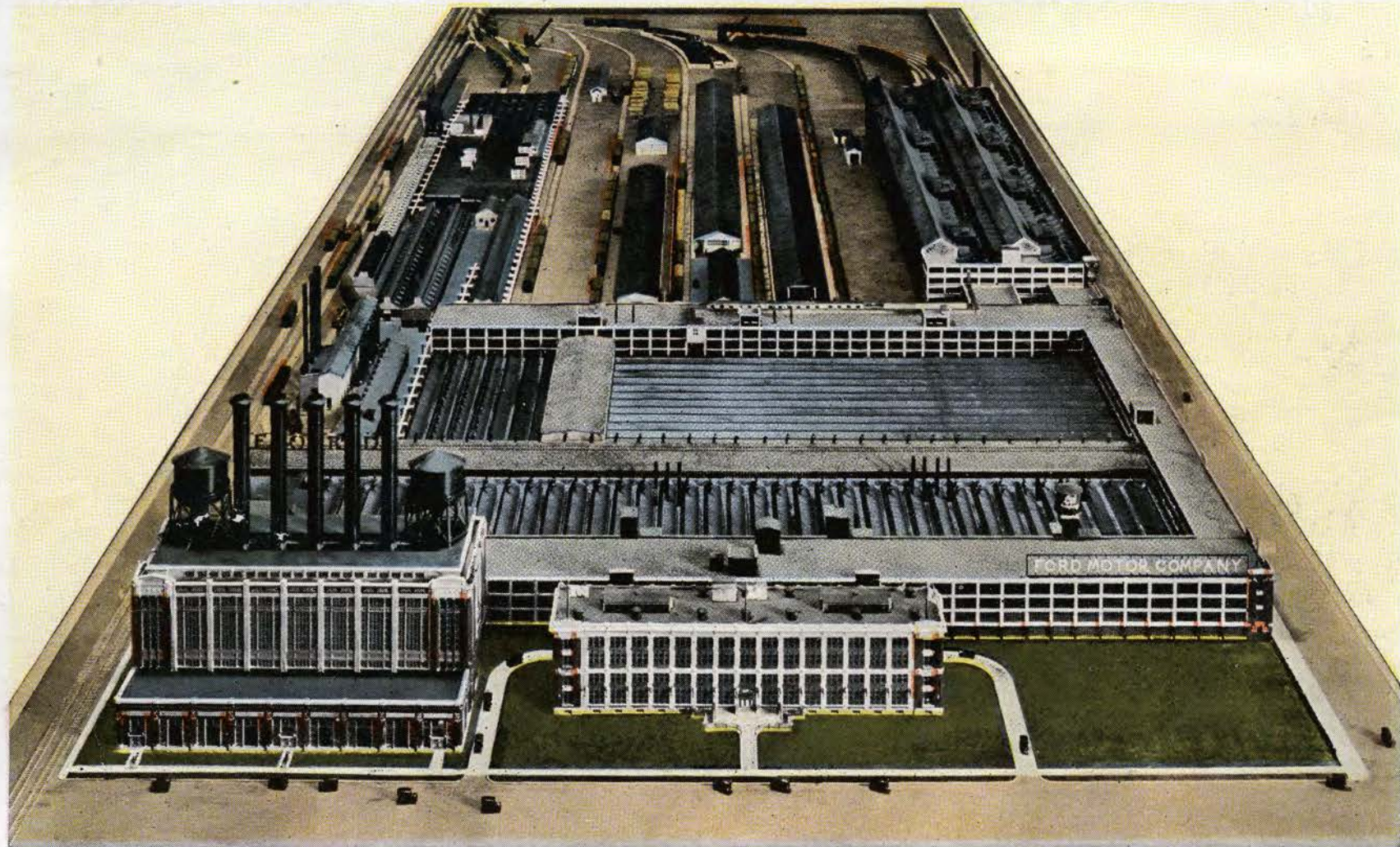
A Super-Souvenir from Detroit.
Showing 24 Views of the
FORD PLANT · **WORLDS LARGEST**,
Manufacturers of Automobiles.

POSTAGE
ONE
CENT
WITHOUT
MESSAGE

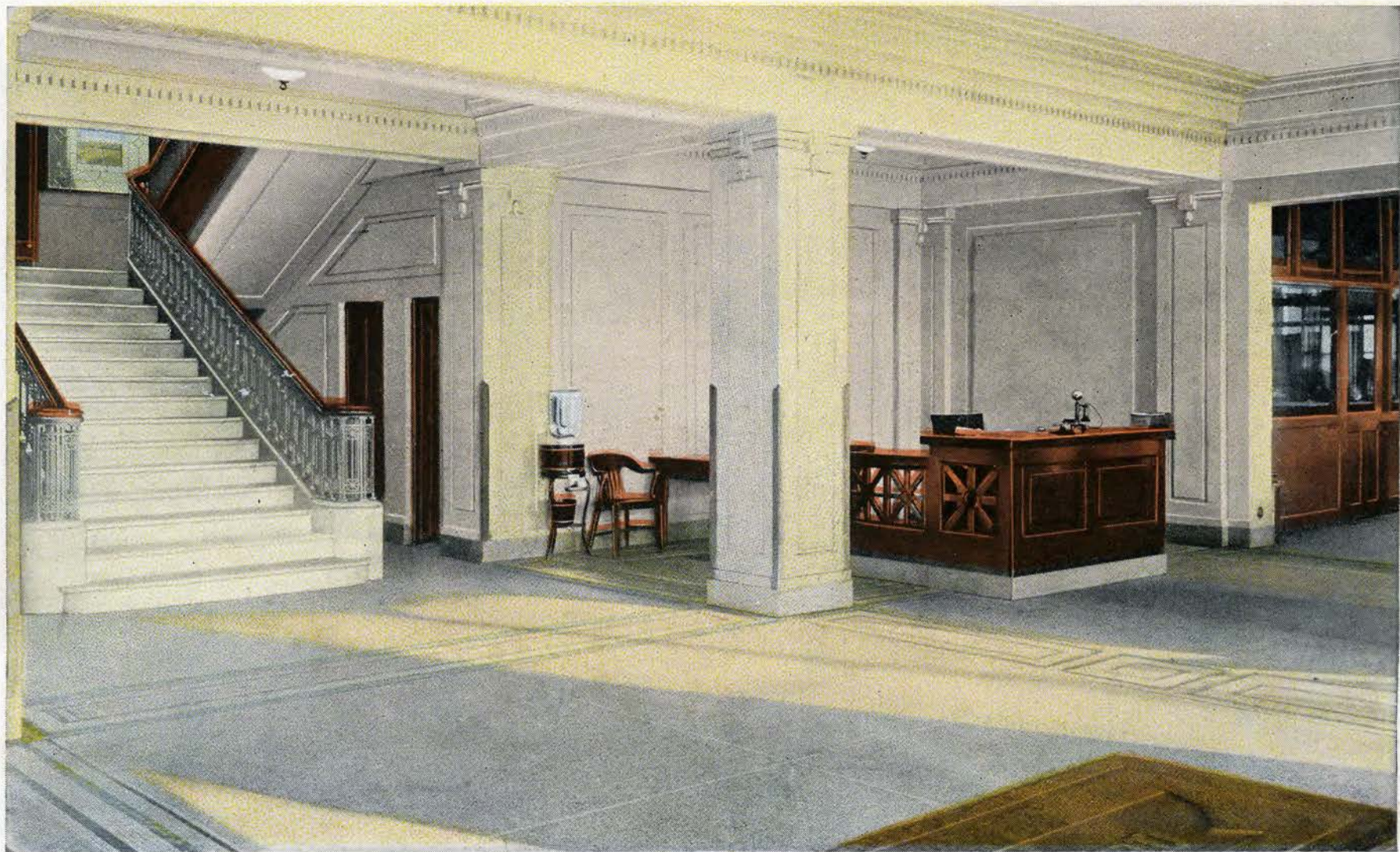
The New Ford
Power House.



AREA 56 ACRES. 75 ACRES FLOOR SPACE UNDER ROOF. MORE THAN 700,000 FORD CARS COME FROM THIS FACTORY



EACH YEAR. AVERAGE NUMBER OF EMPLOYEES 42,000 FORD MOTOR COMPANY. ADDITIONS NOW UNDER WAY WILL DOUBLE THE CAPACITY OF THE PLANT.

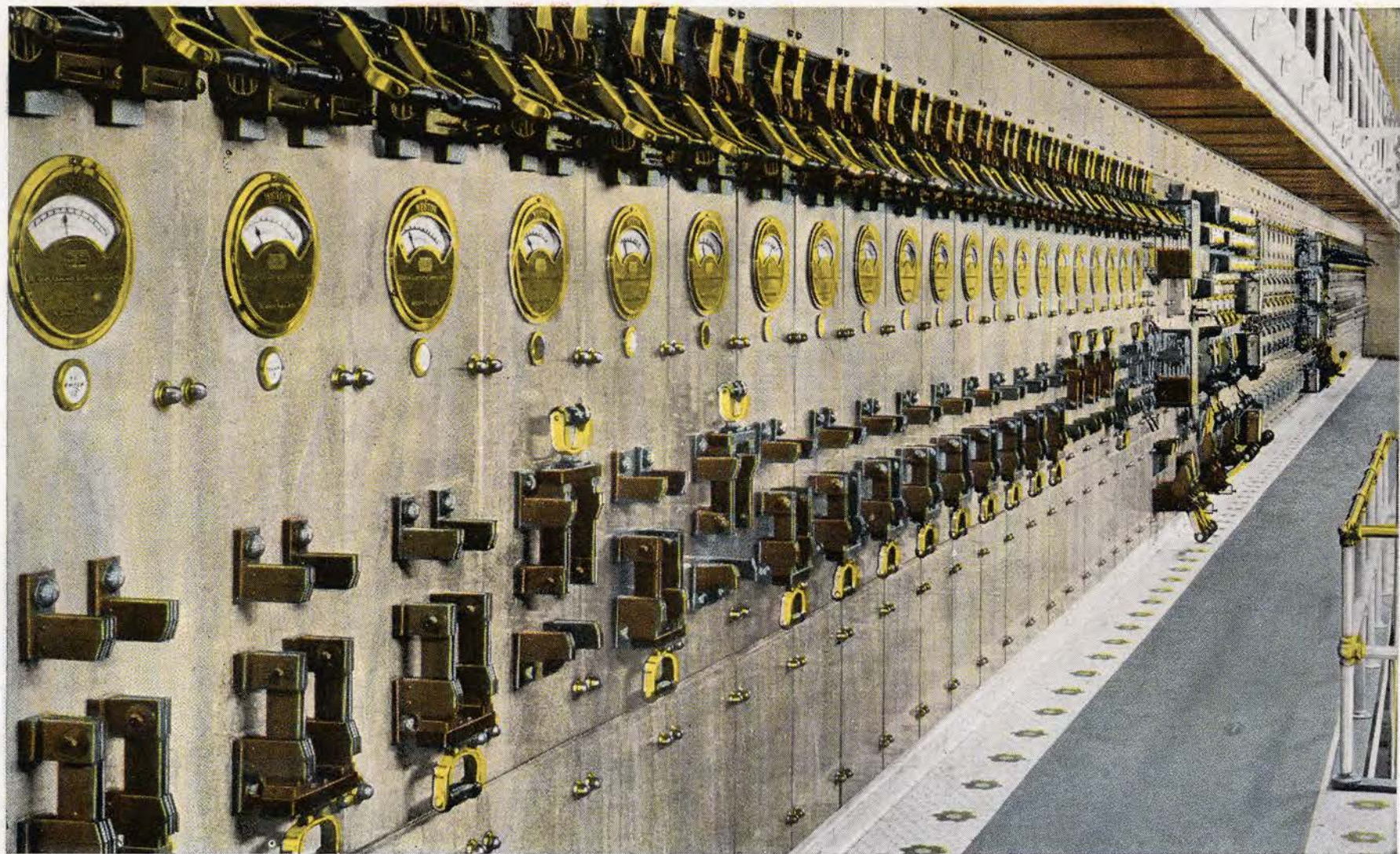


LOBBY OF ADMINISTRATION BUILDING SHOWING INFORMATION DESK AT THE RIGHT.

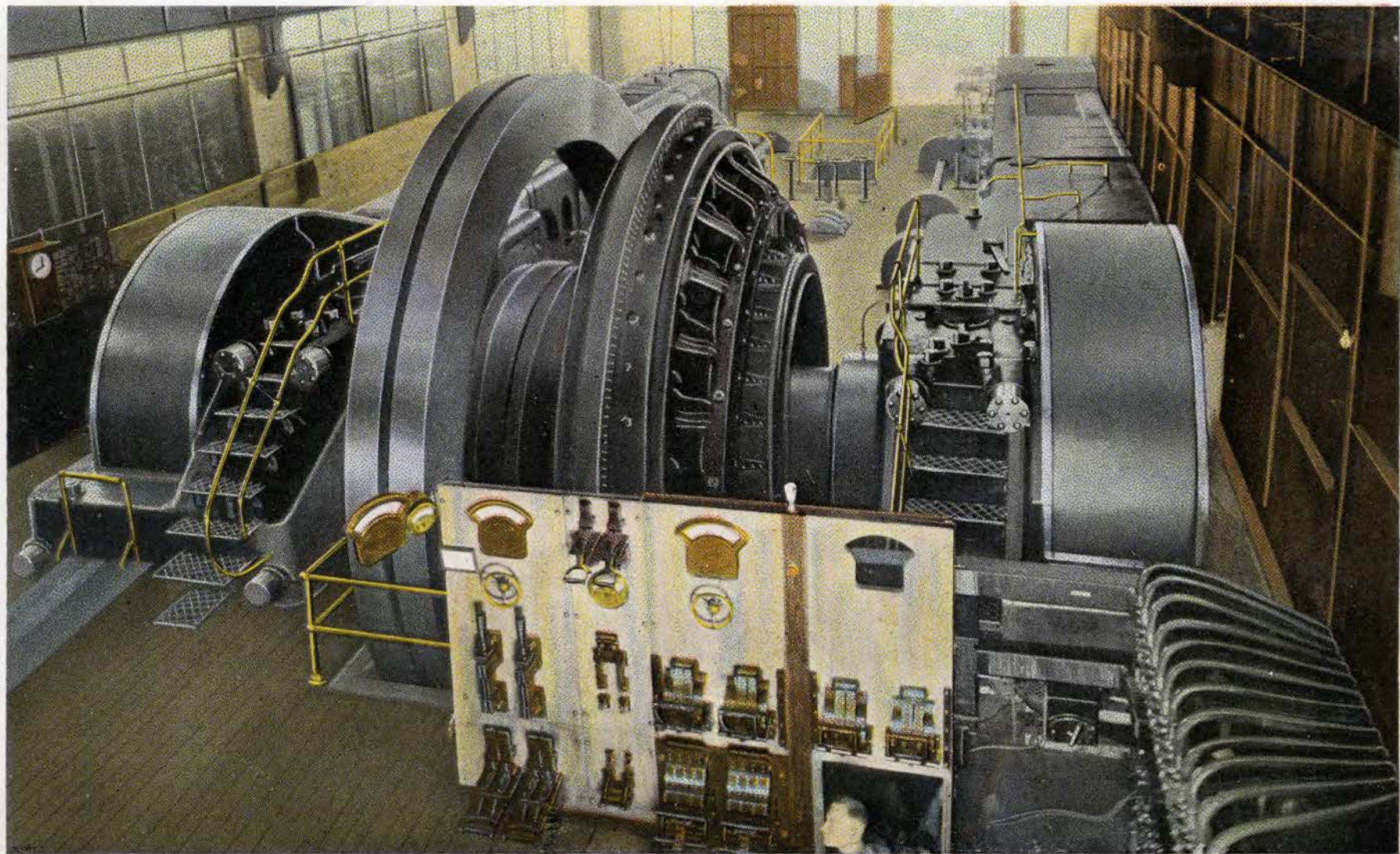
1000 ASSEMBLED FORD CHASSIS, ONCE A RECORD OUTPUT.



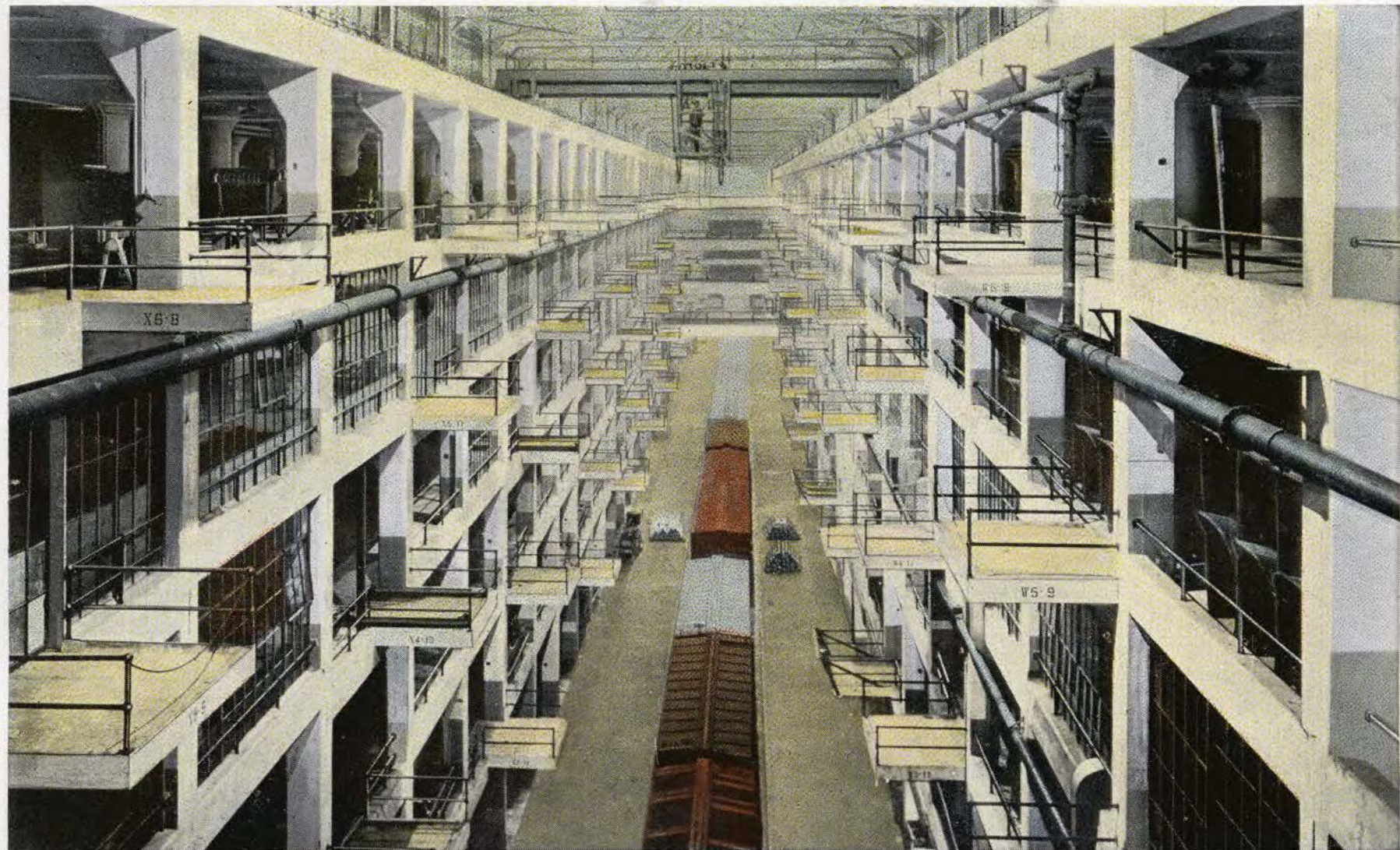
IN 1916, FORD PRODUCTION MOUNTED AS HIGH AS 2768 CARS IN A SINGLE DAY.



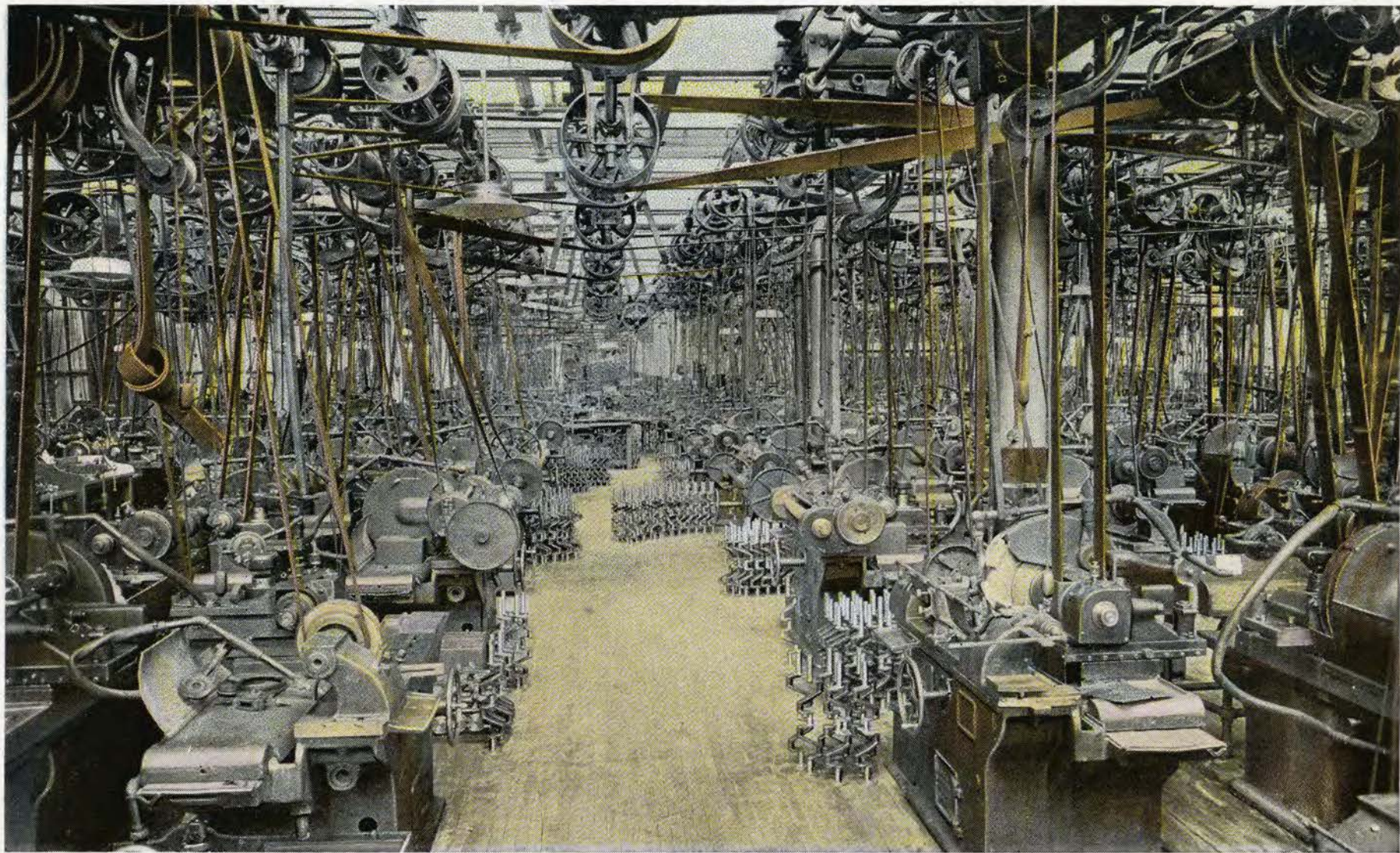
THE LARGEST DIRECT CURRENT CONTROL BOARD IN THE WORLD IN THE FORD POWER HOUSE.



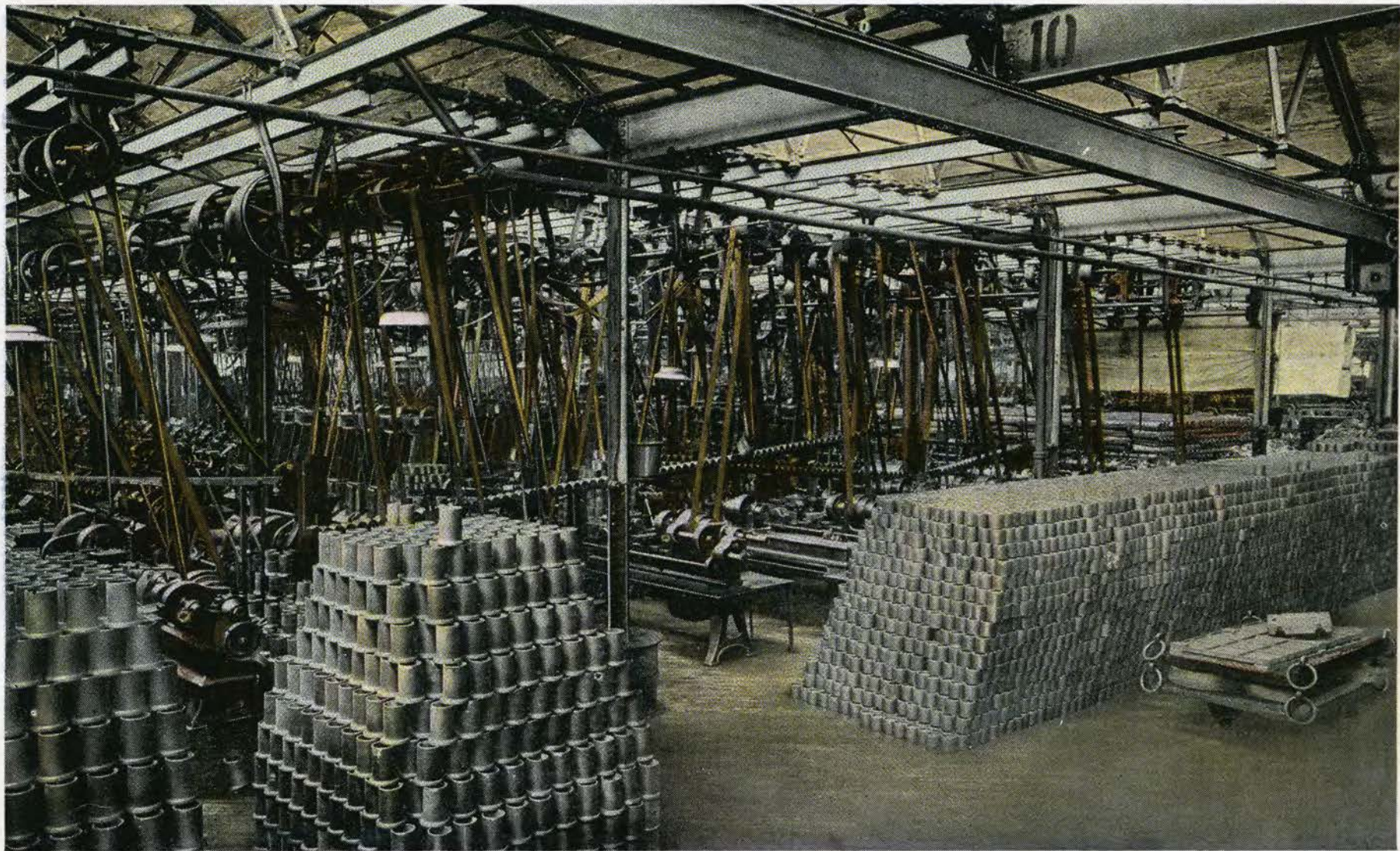
A 6,000 HORSE POWER GAS-STEAM ENGINE. THERE ARE SEVEN OF THESE AT FORD'S.



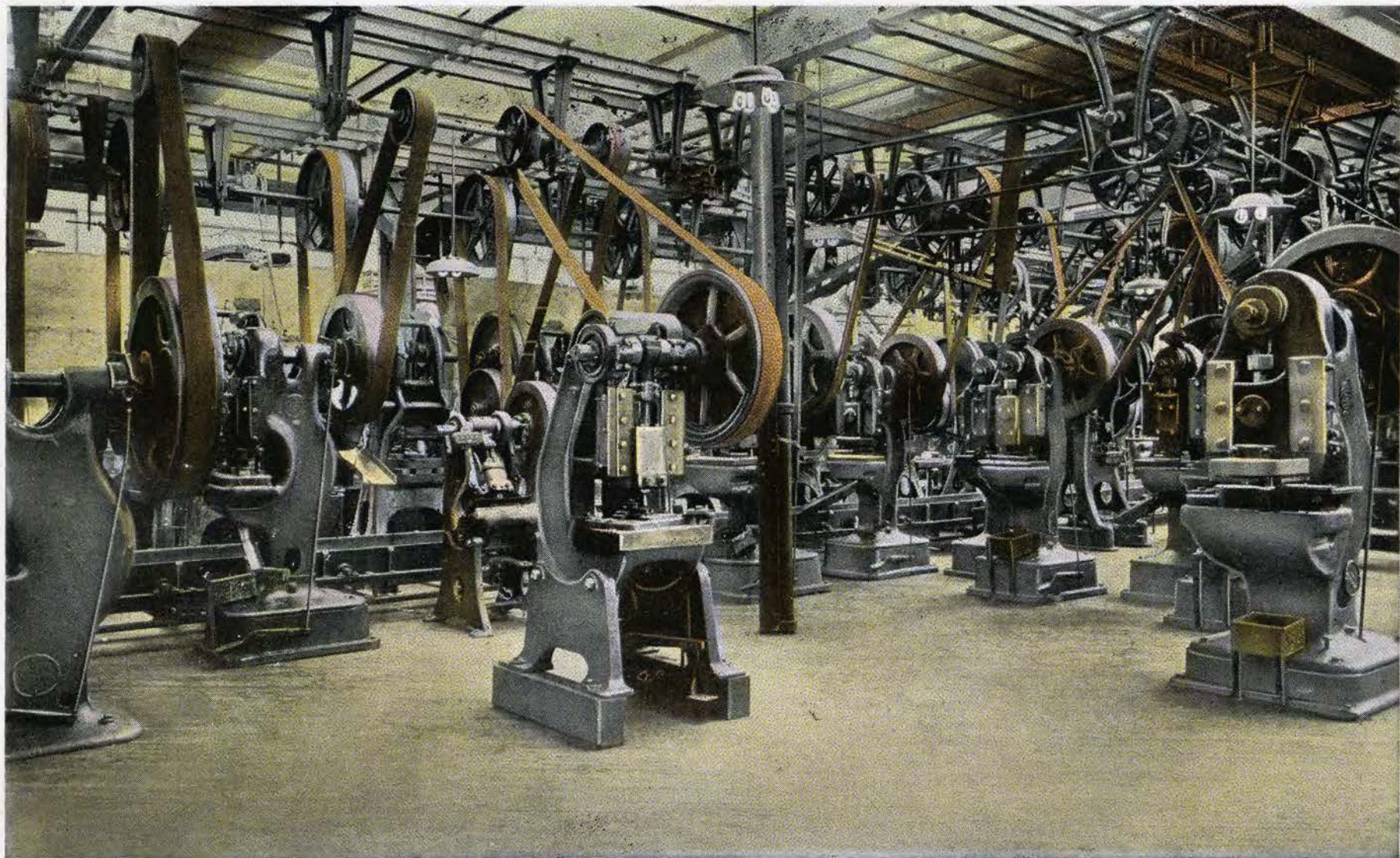
CRANEWAY IN NEW 6-STORY BUILDING, SHOWING LOADING PLATFORMS.



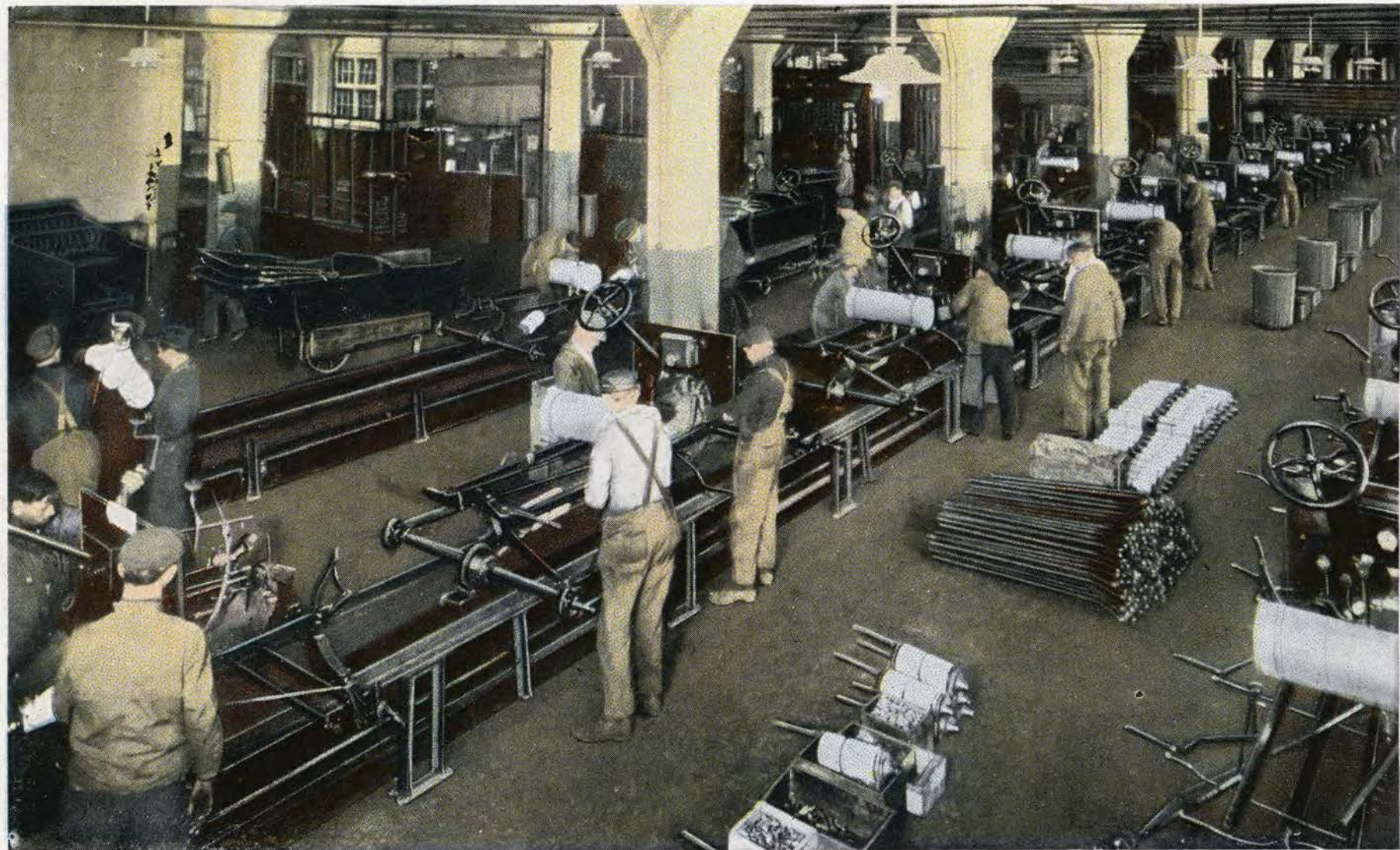
CRANKSHAFT GRINDING DEPARTMENT. 50 MILES OF BELTING ARE USED TO DRIVE FORD MACHINERY.



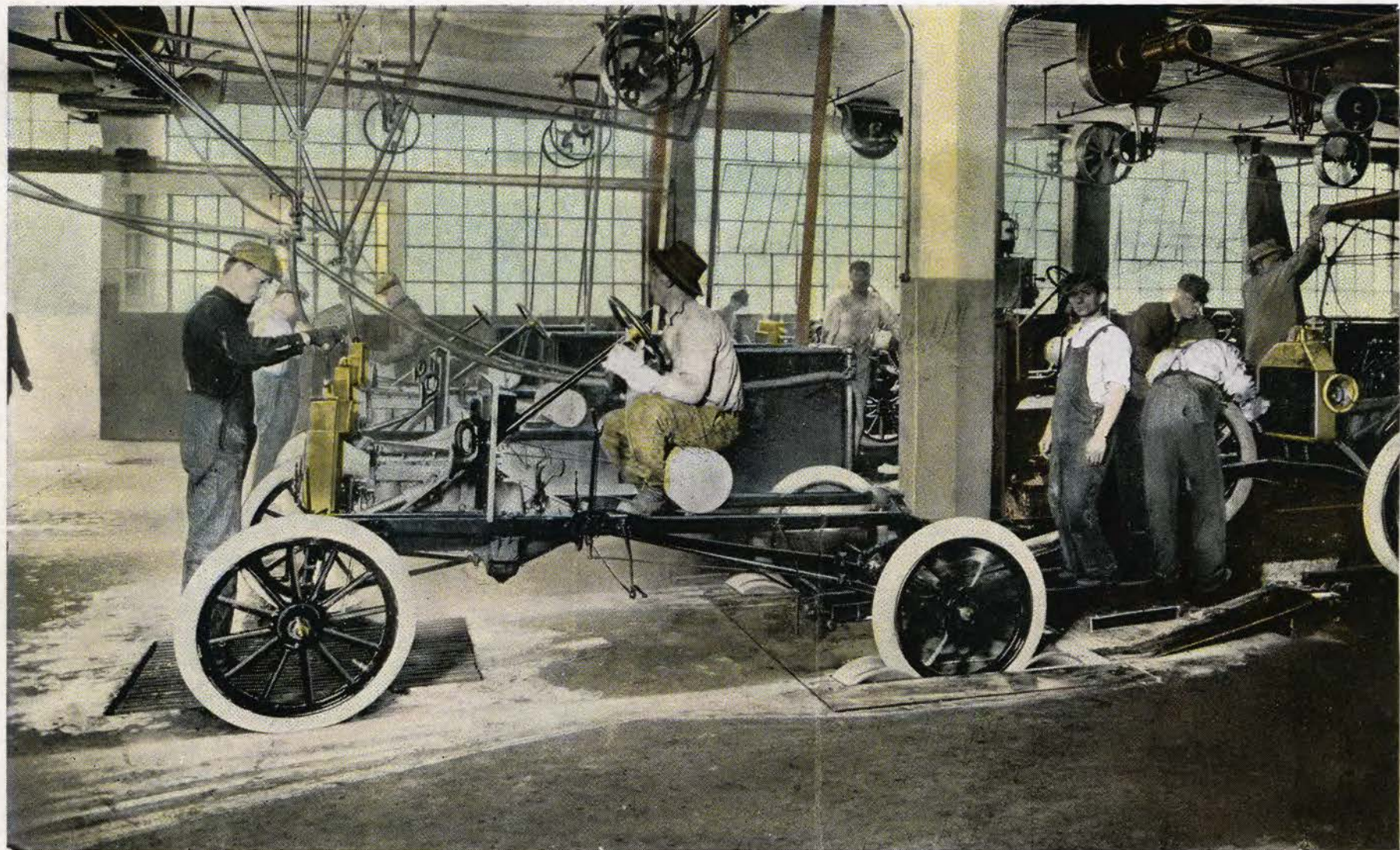
PISTON MACHINING DEPARTMENT. VERITABLE JUNGLE OF BELTS AND SHAFING.



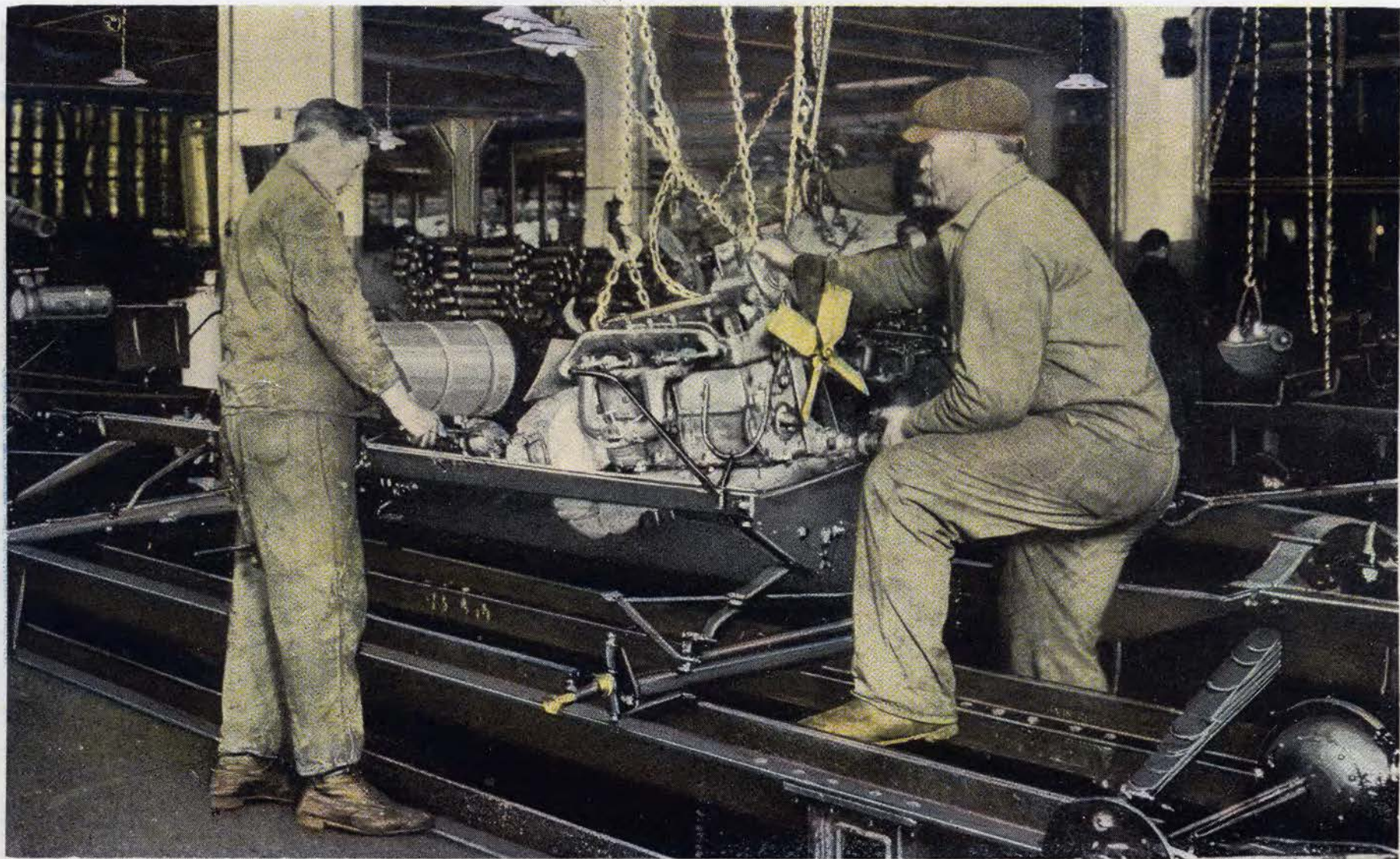
PRESSED STEEL DEPARTMENT, WHERE SMALL PARTS ARE MADE.



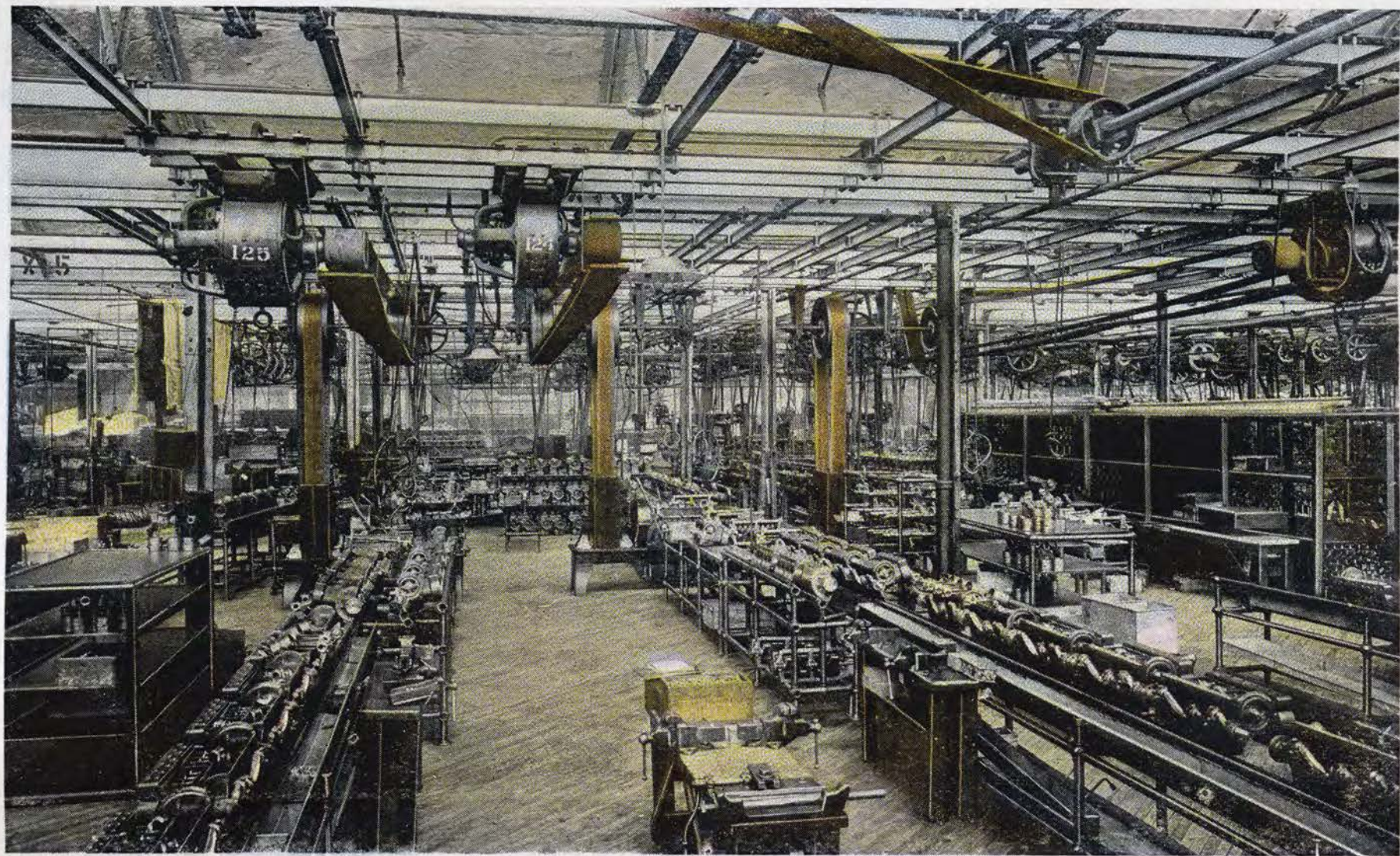
THE FINAL ASSEMBLY LINE.



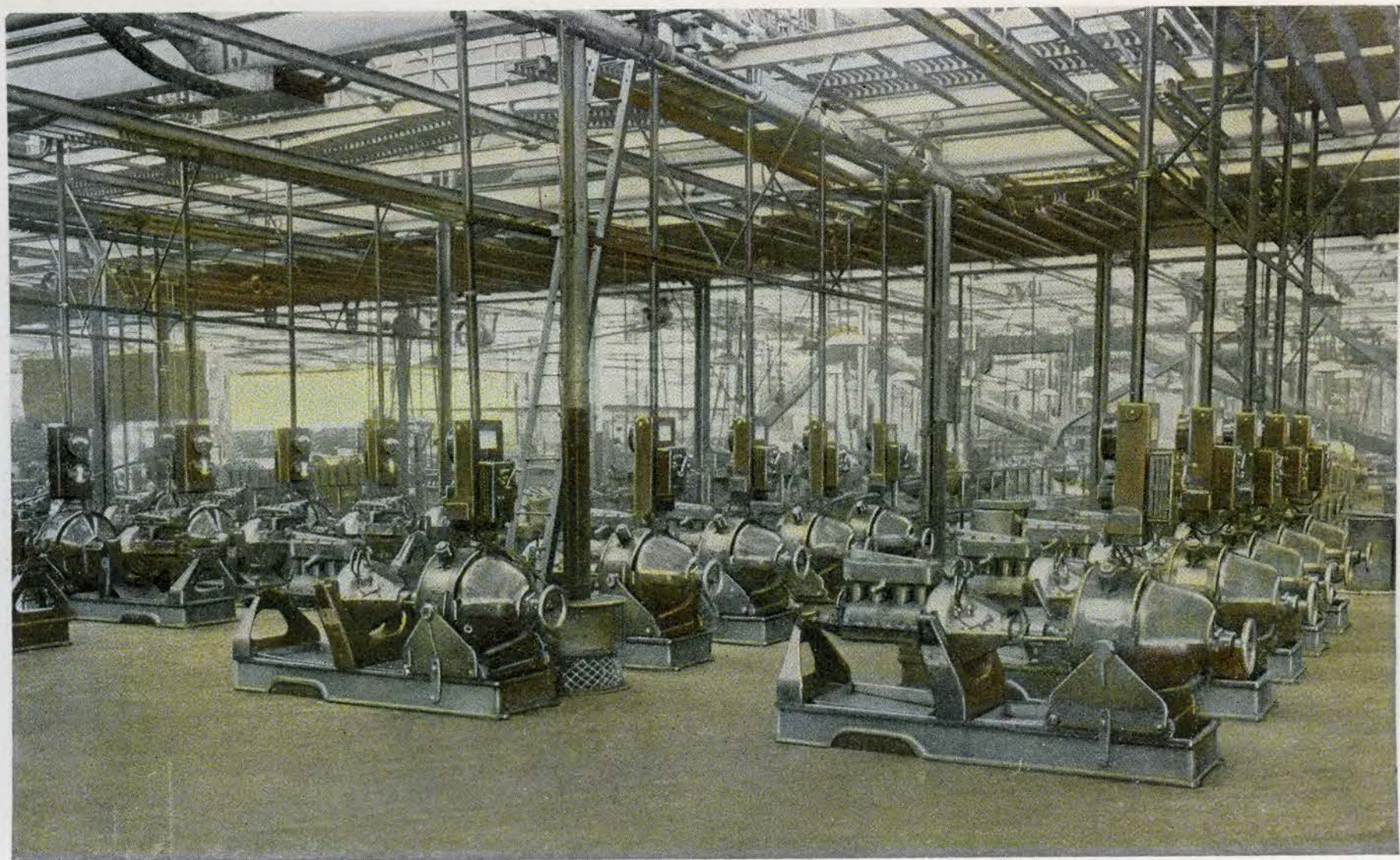
AT THE END OF THE ASSEMBLY LINE. CARS RUN FROM HERE ON THEIR OWN POWER.



SETTING THE MOTOR, DURING THE FINAL ASSEMBLY.

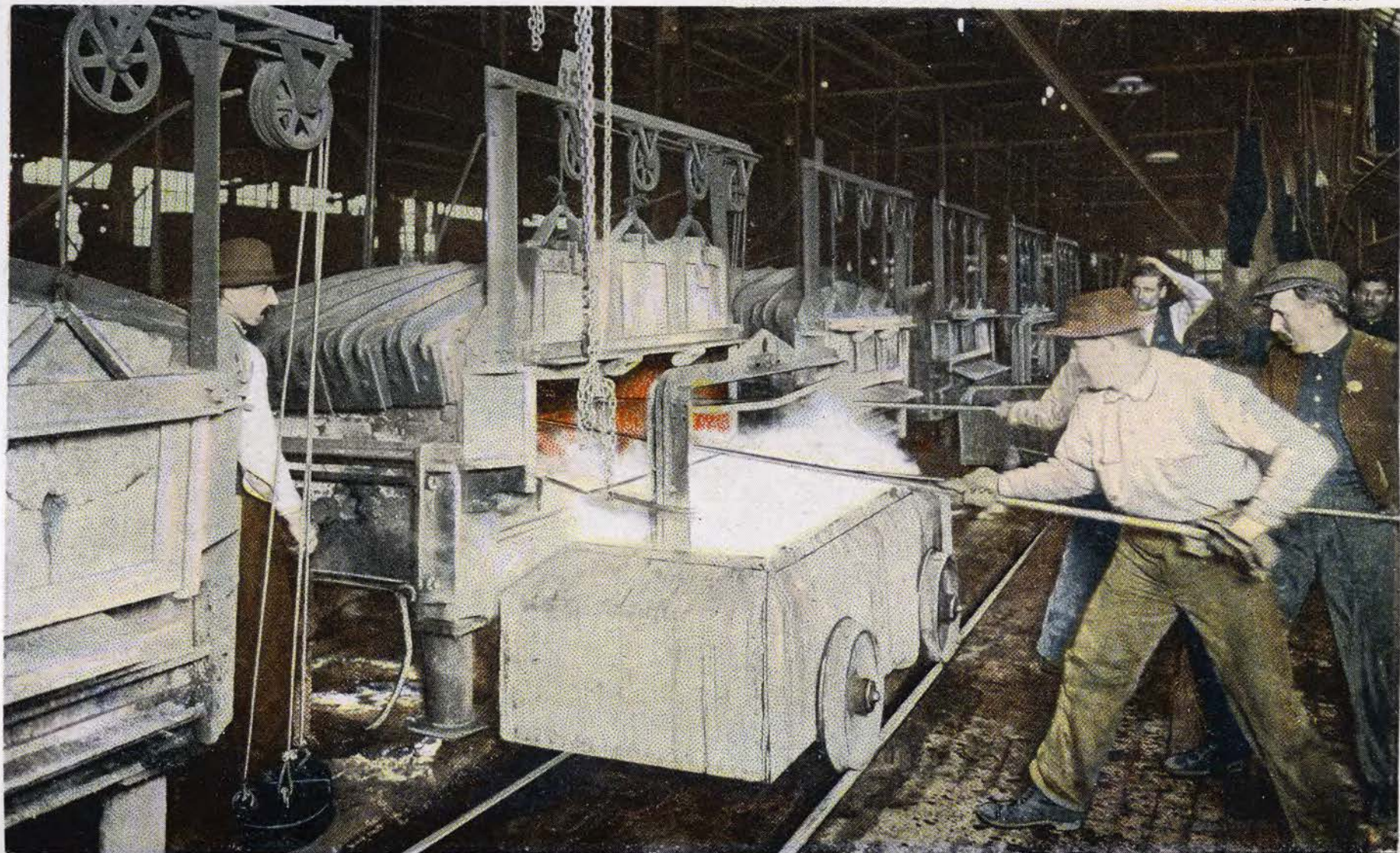


MOVING CONVEYORS HASTEN THE MOTOR ASSEMBLY.

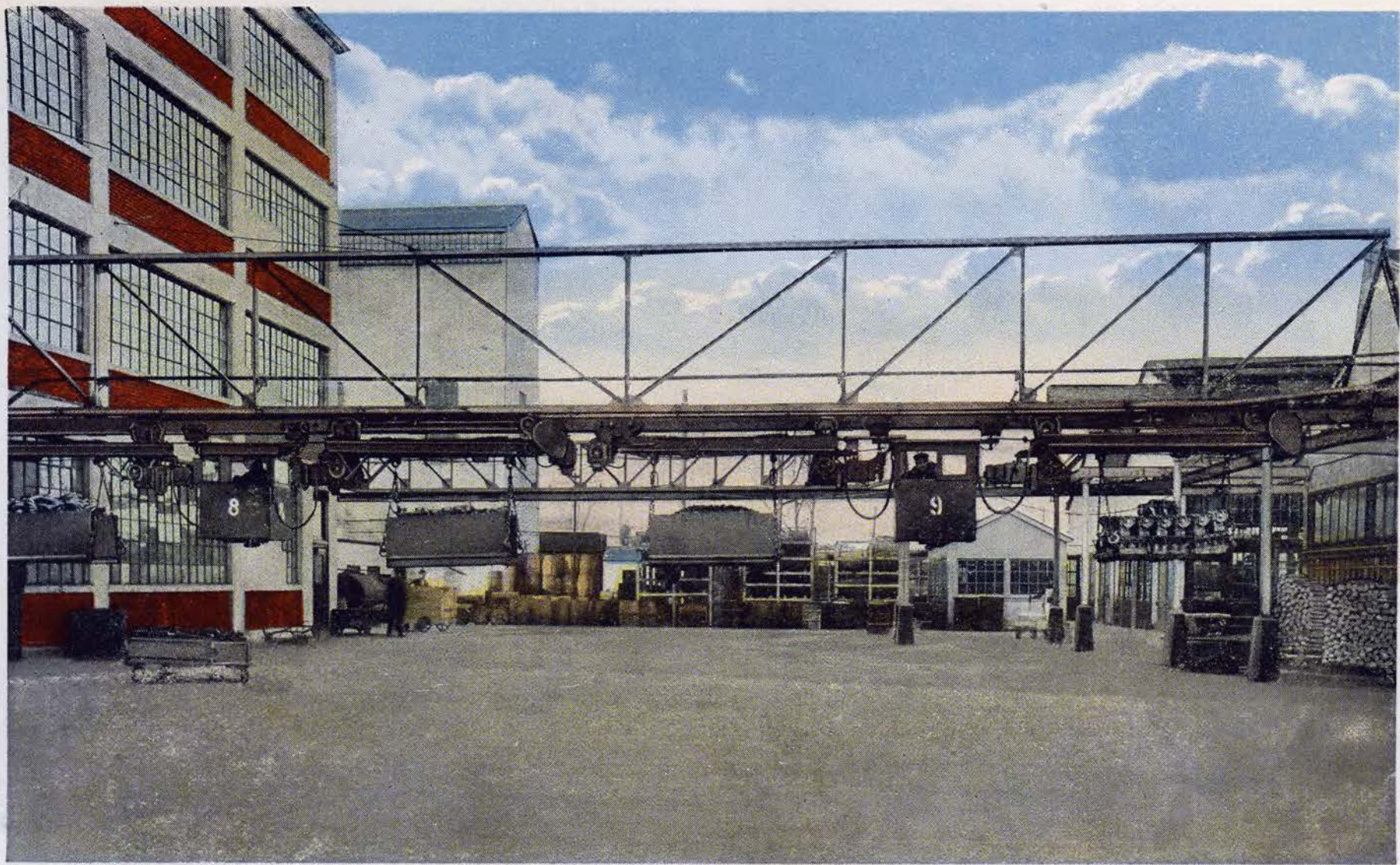


FORD MOTORS RECEIVE A THOROUGH TEST ON THE ELECTRIC "BLOCKS."

QUENCHING STEEL FORGINGS IN THE FURNACE ROOM.



FORD HEAT TREATMENT GIVES WONDERFUL STRENGTH TO AXLES, STEERING RODS, GEARS, ETC.

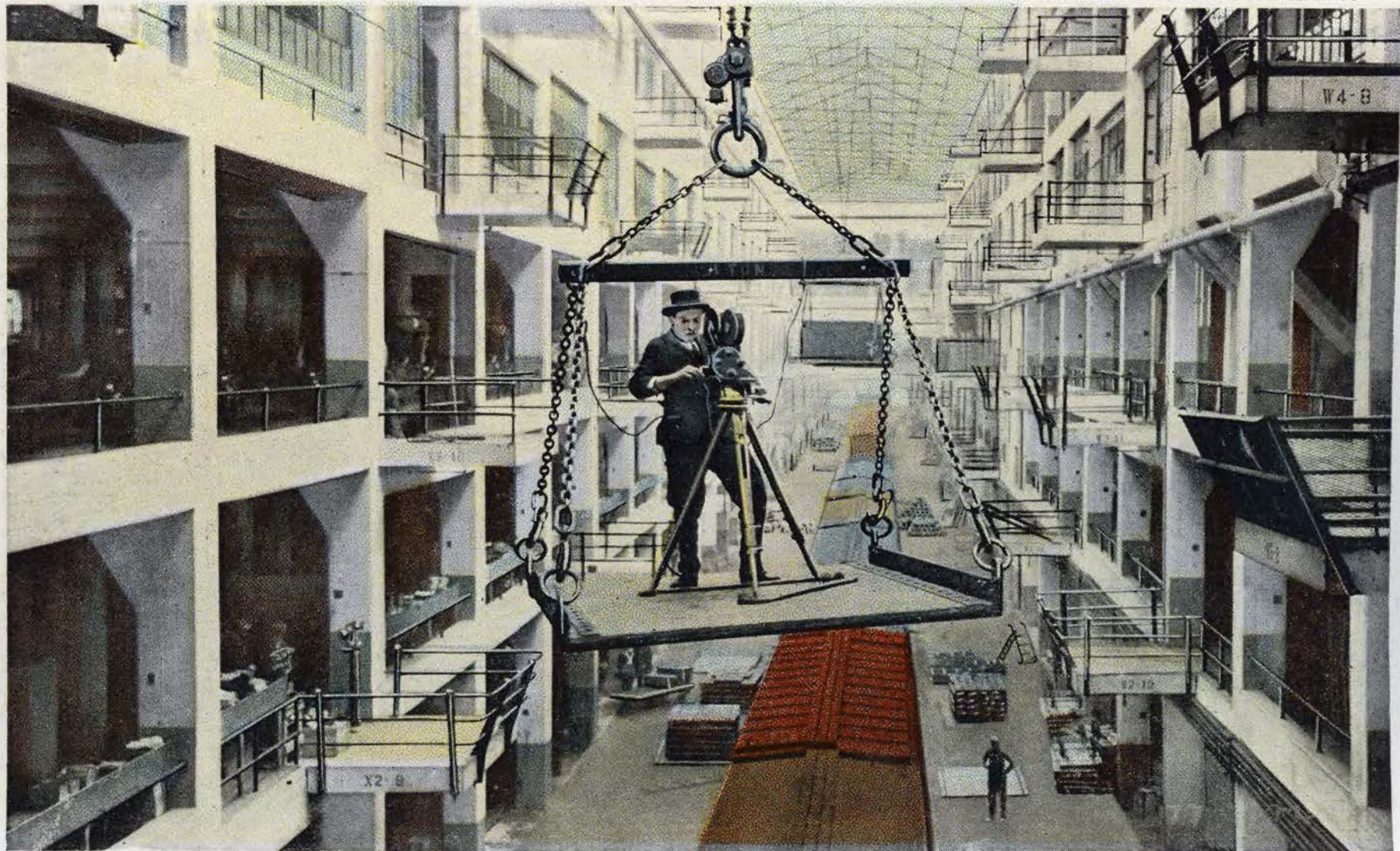


THERE ARE TWO MILES OF OVERHEAD MONORAIL TRACK IN THE FORD FACTORY.



MAIN CRANEWAY. SHOWING STORAGE OF OVER \$1,000,000 WORTH OF STOCK.

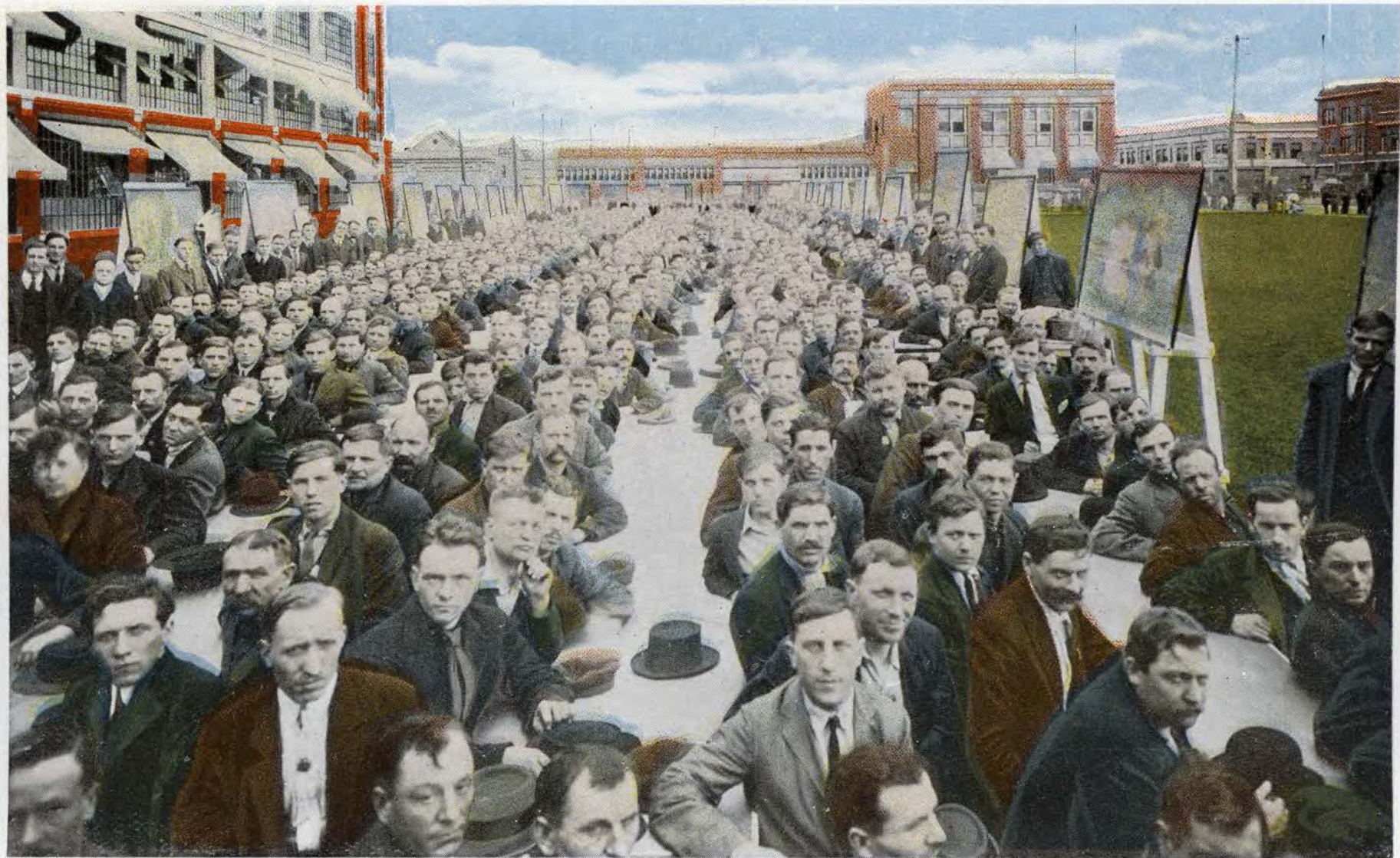
THE FORD MOTOR COMPANY HAS ITS OWN MOVING PICTURE PLANT.



FORD "MOVIE MEN" GO ANYWHERE TO GET PICTURES.



FORD MOTOR BAND OF 56 PIECES.



FORD ENGLISH SCHOOL ON FACTORY LAWN.



THE FACTORY HOSPITAL IS EQUIPPED TO RENDER SERVICE IN ANY EMERGENCY.



THE GARAGE, WHERE CARS REMAIN ALL DAY IN SAFETY.

INTERESTING FIGURES.

The Ford Motor Company was organized June 16, 1903. The history of the greatest automobile production is given below, recording one of the most phenomenal industrial developments in the world's history.

In 1903-4, to Sept. 30, there were made and sold... 1,708 Ford cars.
In 1905 the Company built and sold..... 1,695 Ford cars.
In 1906, there were made and sold a total of.... 1,599 Ford cars.
In 1907, the total of cars made and sold was.... 8,423 Ford cars.
In 1908, the production and sales reached..... 6,398 Ford cars.
In 1909, the phenomenal growth began with.... 10,607 Ford cars.
In 1910, the production jumped to a total of... 18,664 Ford cars.
In 1911, there were made and sold a total of... 34,528 Ford cars.
In 1912, production more than doubled, with... 78,440 Ford cars.
In 1913, a new high water mark was reached with 168,220 Ford cars.
1914 saw an even greater triumph achieved by 248,307 Ford cars.
While 1915 crowned all efforts with a total of 308,213 Ford cars.
1916 Ran the Figures up to 533,921 Ford cars.
The minimum production planned for this year 1917 is 700,000 Ford Cars

There are now over 2,000,000 Ford Cars in Service.

Following are the approximate amounts of various materials entering into the manufacture of 700,000 Ford cars, based on the figures for previous years.

Four carloads of spark plugs each month.

310,464 tons of steel.

80,811,500 sq. ft. rubber cloth material in the tops.

2,800,000 each of wheels and tires.

3,500,000 lamps.

6,209,280 feet of Vanadium steel shafting and gear axles.

2,950,000 feet of exhaust pipe.

3,450,000 sq. ft. of glass in Ford windshields.

9,800,000 pounds of steel in Ford magnetos.

24,791 miles of wiring used in magnetos.

3,041,825 pounds of solder

6,158,000 sq. ft. galvanized metal in gasoline tanks.

45,000 horse power developed in Ford power house.

22 tons of coal per hour, used for power,

29,512,000 cubic feet of gas required each day.

1½ miles of conveyor tracks.

312½ gallons of lubricating oil used every hour.

35,000 gallons of fuel oil used daily in heat-treating steel.

100,000 people are engaged in making and selling Ford cars in all parts of the world.

President Wilson Speaking to 20,000 Ford Employees.

