At the age of 60 he heads the largest privately owned industrial corporation in the world, producing, in the last year, more than 50 per cent of all the automobiles made in this country.

But Henry Ford is not only a manufacturer of cars, trucks and tractors. He stands out as one of the greatest benefactors of labor and industry that the country has known. His company today has factory assembling plants and branches in every large city in the country, as well as in nearly all foreign countries.

More than 135,000 persons are employed directly by the Ford Motor company, at a minimum salary of six dollars per day. Some other odd hundred thousand are directly dependent on the Ford products for their welfare and many thousands of others are indirectly concerned in the welfare of the company, through the sale of gas, oil, etc.

Mr. Ford has been responsible for some of the greatest strides in the automobile industry. Hydroelectric power is coming into its own as the result of his efforts; water power sites are being developed and a great saving will result. The most efficient means known to science is employed in the burning of coal in his factories. All coal by-products are saved and utilized and coke results, which is later sold.

His lumber camps in Northern Michigan are models of their kind and his railroad management of the Detroit, Toledo & Ironton has caused widespread comment. In every branch of his vast enterprises can be found the latest in human, scientific manufacturing methods.
Omaha Ford Plant to Be Enlarged
So That 90,000 Automobiles and Trucks Will Be Assembled Yearly

Local Branch, Now One of the Most Important Industrial Enterprises in City, Will Be Made Nearly Twice as Large—Monthly Output Will Be $1,575,000.

In making up the "Sundays" of this newspaper, care is exercised in selecting material and features which will be interesting and entertaining to the readers of the "Sundays." So is the case with this article, which deals with the construction and expansion of the Ford plant in Omaha.

The story of the Omaha Ford plant is one of progress and growth. It has been in operation for several years, and has contributed greatly to the economic development of the city. The plant has been expanding steadily, and the new additions will more than double its size.

The new buildings will be constructed of brick and steel, and will provide ample space for the manufacture of automobiles and trucks. The plant will be equipped with the latest machinery and will be operated on the most efficient basis.

The Omaha Ford plant is an important source of employment for the residents of the city. The monthly payroll will be $145,000, and the annual payroll is estimated at $1,575,000. This will have a stimulating effect on the local economy.

The expansion of the Ford plant is expected to bring further prosperity to the city. The increase in production will create additional jobs and will have a positive impact on the local economy. The new buildings will be completed within a few months, and the plant will be put into operation at the earliest possible date.

In conclusion, the Omaha Ford plant is an important industrial enterprise in the city, and the new additions will further enhance its importance. The expansion will bring additional jobs, increased wages, and a positive economic impact on the local community.

Ford Forest Is Model Reserve

Conservation Is Practiced on Highly Efficient Plant in Michigan.

The Ford forest in Michigan is a model reserve for the conservation of resources. The company has set aside a large area of land for the purpose of growing trees, which will be harvested and used for the manufacture of automobiles and trucks.

The forest is managed on a highly efficient basis, and the trees are harvested in a manner that preserves the soil and the environment. The company is committed to the conservation of resources and is a leader in the industry in terms of sustainability.

In conclusion, the Ford forest is an example of how businesses can practice conservation and sustainability in the manufacturing industry. The company's commitment to the conservation of resources is commendable and sets a high standard for the industry.

Ford Assembling Plant in Omaha

Perfection First, Slogan of Lincoln

To Manufacture Best Possible Automobile Regardless of Cost.

The slogan of Lincoln, "Perfection First," is a commitment to manufacturing the best possible automobiles regardless of cost. The company is dedicated to producing high-quality vehicles that meet the needs and expectations of its customers.

In conclusion, the "Perfection First" slogan is a testament to the company's commitment to quality and excellence. The emphasis on producing the best possible cars is reflected in the design, engineering, and manufacturing processes at the company.

Six Lincoln Custom-Built Bodies Offered This Year.

In conclusion, the new additions to the Omaha Ford plant will bring additional jobs, increased wages, and a positive economic impact on the local community. The expansion will create a stimulating environment for the residents of the city, and the new buildings will be completed within a few months.
River Rouge Plant
Largest Factory of Its Sort in World

Malot Aisle Toward From Blast Furnaces Directly Into Mills.

Language schools only a few months old, the largest single factory in the world, the new Ford Rouge plant, located at Dearborn, Mich., is running at full speed. It is a world's record that the world has thus far seen. It is a world's record in a sense that no one had ever known when the great work of the new factory was started a year and a half ago. It is a world's record because the Rouge plant is up and running at full speed and is making automobiles at the rate of 1,000 per day.

This, combined with the 50 miles of railroad from Ford mines in West Virginia and Kentucky, is the first 1,000 Barbary per day.

Highland Park
Plant of Ford Is World's Largest
Contains 404 Acres of Land and Daily Output Exceeds 7,000 Cars.

Covering a total of 404 acres, it is one of the most modern plants in the world. It is equipped with every modern device for manufacturing automobiles. There are nine separate buildings, each of which is considered the most modern and up-to-date in the world.

No Heavy Inventories.

Another exclusive feature of the car is its wide range of color options, which include custom-built cars. This feature is available for five different models, including the standard Lincoln model.

The W-W hammer grinder, as described by W. W. Warden, a machine expert, is used in the production of the machines. The grinder is designed to produce a uniform and consistent result, ensuring the highest quality of work.

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Rise in Business Barometer Shown in Ford Program

Expansion of Units All Over Country to Boost Production of Motor Cars During Year.

The Ford expansion program for 1928, announced by Mr. Henry Ford, chairman of the board, is expected to contribute to the building of the third mass movement in auto sales during the current year. The program includes a 1,000,000-ton expansion of the automotive industry as a whole. The new Ford plant at Highland Park and the great Glassmore plant at Fostoria, Ohio, were also under construction.

The Ford byproducts department has been expanded, and the famous Ford byproducts are being manufactured in large quantities. The wood distillation process is being used to convert all waste from the wood mill into valuable byproducts, and the new coke oven at the River Rouge plant is now under construction. The Hegewisch plant covers a large volume of business in 1924, as in addition to all the closed bodies and parts required for the assembly of 600 acres and trucks, there is also production of radia- tor, steering wheel, and other accessories.

Outstanding features of the expansion program in Michigan include expansion of the assembly and construction of one of the most modern plants in the country. The wood distribution committee has been formed to supply the plants with raw material. The plant at Highland Park is expected to reach completion early in the year from the completion of the construction program last year, which was devoted for several months to the completion of the expansion program in Michigan.

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For more than two years, dependable Champion Spark Plugs have been stand- ard for Ford cars and trucks. With the introduction of the 1928 model, Champions were subject to the same rigid standards of manufacture and quality control as have been observed in the past. Champions are used in over 99% of all Ford cars and trucks, and are found in all parts of the country. Champions are made in three sizes for 4 to 25 h.p. engines. Has three times the capacity per h.p. of any roughage made.

Champion Spark Plug Company, Toledo, Ohio
Champion Spark Plug Company of Canada, Limited, Windsor, Ont.

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Wood Bros. 21x36 Steel Individual

The Thresher Built For Fordson Power

Individual thinking means better threshing because you thresh promptly—no waiting for the convenience of a custom threshing crew—no taking chances on loss and damage from bad weather. Wood Bros. Individuals are now in use with Fordsons in every part of the country.

Wood Bros. Individuals are now in use with Fordsons in every part of the country. Everywhere farmers turn to the big capacity, close threshing, economical operation and large power of Wood Bros. 21x36 Steel Individuals. Talk to anyone of three thousand men who can tell you from actual experience of the lightest running, most efficient and strongest built threshers they have ever used.

Backed by an Absolute Guarantee of Service

From the 21x36 Steel Individual Thresher is guaranteed to operate with Fordson power. It is not only the thresher but the entire machine is guaranteed. The entire machine is guaranteed to operate with Fordson power. It is not only the thresher but the entire machine is guaranteed. The entire machine is guaranteed to operate with Fordson power. It is not only the thresher but the entire machine is guaranteed. The entire machine is guaranteed to operate with Fordson power. It is not only the thresher but the entire machine is guaranteed. The entire machine is guaranteed to operate with Fordson power. It is not only the thresher but the entire machine is guaranteed. The entire machine is guaranteed to operate with Fordson power. It is not only the thresher but the entire machine is guaranteed. The entire machine is guaranteed to operate with Fordson power. It is not only the thresher but the entire machine is guaranteed. The entire machine is guaranteed to operate with Fordson power. It is not only the thresher but the entire machine is guaranteed. The entire machine is guaranteed to operate with Fordson power. It is not only the thresher but the entire machine is guaranteed. The entire machine is guaranteed to operate with Fordson power. It is not only the thresher but the entire machine is guaranteed. The entire machine is guaranteed to operate with Fordson power. It is not only the thresher but the entire machine is guaranteed. The entire machine is guaranteed to operate with Fordson power.

Wood Bros. Individual threshers are now in use with Fordsons in every part of the country. Everywhere farmers turn to the big capacity, close threshing, economical operation and large power of Wood Bros. 21x36 Steel Individuals. Talk to anyone of three thousand men who can tell you from actual experience of the lightest running, most efficient and strongest built threshers they have ever used.
A Giant Who Works For You

There is a giant who works tirelessly to make industry more productive and to make transportation simpler and more efficient.

He is personified by the vast resources of the Ford organization.

The larger this giant has grown the lower the prices of Ford products have fallen.

To private and public business and to individual car owners this has meant lower and lower costs of transportation and power.

No stronger proof as to the wisdom of standardizing on Ford Cars and Trucks and Fordson Tractors could be desired.

By visiting the Ford exhibit during the Show, you will see the results of this coordination of resources in the different Ford Products.

Ford Motor Company

CARS • TRUCKS • TRACTORS

Ford Motor Company

Attend the Ford Exhibit During the Show

Feb. 18 to 23, 1924
A Giant Who Works For You

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*Ford Motor Company*

*CARS • TRUCKS • TRACTORS*

*Ford River Rouge Blast Furnaces produce hundreds tons of molten iron a day.*

*Attend the Ford Exhibit During the Show*

*Feb. 18 to 23, 1924*
Metal Plate with Lubrication Directions
Now Attached to Speedometer
Colored Numeral Dials Tell When to Lubricate
Metal Chart Tells Where

No more burned out bearings—no more scored cylinders—no more parts to replace due to lack of oil and grease because the driver didn't know they needed attention.

A colored numeral turns up in the mileage odometer and automatically warns the driver that some part or parts should be lubricated. He pulls down the metal chart which tells him just what parts these are.

Correct lubrication will cut down running expenses and greatly lengthen the life of any car.

The colored numerals and metal chart are exclusive features.

Know Your Speed!

Watch your Speedometer! Avoid arrest, fines or imprisonment.

Know your speed and keep out of court. It’s more difficult to guess your speed than to guess the time of day. Try it.

The Stewart is accurate and reliable.

Reasons Why You Need a Stewart Speedometer

It tells you your speed and saves you court fines.

It gives you your total mileage. You can tell exactly how much mileage your tires are giving you and how many miles you get on gas and oil.

The trip dial makes it possible to follow road guides based on speedometer readings.

The colored numeral dials provide the means for proper lubrication, increase your car’s life and its trade-in value.

Protect and Beautify Your Car

When buying bumper protection for your car and the safety of its passengers, be sure you get 100% protection.

The double bars of the Stewart Bumper extend across the entire width of the car. With Stewart Bumpers you have double bar protection all the way across.

The Stewart is an all-steel bumper. No cast-iron parts to snap under a blow. You know you are buying real protection, not just a bumper.

The beauty of the Stewart Bumper adds much to the attractiveness of your car. It can be furnished in a lustrous nickel or black with the brilliant red Stewart name plate in the center.

Look for that Stewart name-plate. There are so many imitations of the Stewart that you can only protect yourself by asking your dealer for the Stewart Bumper with the red Stewart name-plate.

Bumper Prices on Ford Cars

Front Model (Nickel finish) . . $16.25
Front Model (Black finish) . . 13.75
Rear Model (Nickel finish) . . 15.25
Rear Model (Black finish) . . 12.75

For Sale at All Ford Dealers or the Stewart Warner Products Service Station 2043-45 Farnam Street OMAHA

Other Stewart Custombilt Accessories
For Your Ford
Stewart Searchlights
Stewart Mirrors
Stewart Vacuum Tank
Stewart Shock Absorbers

Stewart Custombilt Accessories
Used on 9 Million Cars