

FORD TOURING CAR.

MINE PURCHASED TO GET IRON ORE

In Addition to Owning Mine, Thousands Acres Land Have Been Purchased.

Of primary significance in considering the resources of the vast organization of which the Lincoln Motor company is now a part, is the fact that they extend back to the sources of supply for the raw materials from which cars are to be built. It is the policy of the company to make sure that raw materials shall always be available to meet the public demand for Ford products and to maintain employment in its factories.

It owns 450,000 acres of timber and iron ore lands in the Michigan upper peninsula. The Imperial mine at Michigamme was purchased after having been closed down for several years. Steps were immediately taken to reopen it, and it began to produce ore anew late in 1921. Its ore is shipped by rail to Escanaba and Marquette, and thence by lake freighter to Detroit. It was at first necessary to transfer this ore to barges before it could be delivered to the storage bins of the River Rouge plant. But improvements made in the Rouge river now allow lake freighters to come directly to each capable of handling 500 tons the plants. Two Hulett unloaders, of ore an hour, are in place at the slip there, which transfer cargoes directly into the bins without delay. The company has recently placed orders for two 600-foot ore boats which will be ready for handling this ore during the 1924 season.

The Ford lumber camps are near Sidnaw and L'Anse, Michigan. They supply hard wood to Iron Mountain, 100 miles south, where a modern wood working plant, 125,950 feet, cuts it into body frame parts ready for final assembly. The largest dry kilns in the world have recently been completed there.

Its coal mines in Kentucky and West Virginia deliver their output to the "High Line" at the Rouge. The reserve supply of fuel in these holdings is estimated to be 600,000,000 tons.

A separate department in the Highland Park Factory supplies a small amount of glass. The total requirements, however, exceed 20,000,000 square feet of glass annually. To assist in supplying this amount the company bought the plant of the Alleghany Plate Glass company at Glassmere, Pennsylvania, one of the leading producers, and boasting an annual capacity of nearly 10,000,000 square feet. An entirely new glass plant has also been constructed at the River Rouge plants, where the finest quality of plate glass is produced to augment this supply.

Not only does this policy assure a continuous source of supply for the manufacture of Ford products. It has also the advantage of assuring the uniform quality of every part going into them. The engineers can set their specifications with scientific accuracy. They can insist upon them even though general market conditions might make exact compliance with their stipulations a highly expensive and decidedly slow process.

Every time a blast furnace at the Rouge is tapped, a sample is taken for the metallurgical laboratories. The technical experts there thus assure themselves that the ore at the basis of their calculations is itself of standard quality. The getting of exactly the qualities they want in it becomes a matter in which one single organization alone is concerned.

It must not be forgotten in this connection that the Ford engineering staff is famed for its metallurgical achievements. It is to the work of these men in compounding alloys and in heat treating steels that the rugged endurance of the Ford car must be credited. They have built it of the finest materials. While keeping it light in weight they have preserved in it remarkable qualities of strength, toughness and long wear. The popular boast that a Ford cannot be worn out is a tribute to these men in the laboratories at Dearborn.

This resource in talent is now devoted to the Lincoln car. These men have been selected for their originality and resourcefulness as well as for their scientific thoroughness in mastering every problem set before

them. They are known for fortility in practical suggestions and for dauntless courage in putting their plans to work in actual production.

These men are at work daily keeping the Lincoln in the forefront as the finest car it is possible to build. In addition, to studying constantly the problem of creating a finer car, they contribute to that constant betterment which perfects the Lincoln of today into the better one visioned for tomorrow.

They do not attempt innovations. Sound engineering principles guide each step of their investigations. They understand that at no time may they reduce the safety factors or impair the riding qualities of the Lincoln to achieve a fancied higher mechanical efficiency. But within those limits, their hands are free to better this car constantly, tirelessly at work upon its refinement.

In the hands of these men the vast material possessions of the Ford Motor Company mean but open opportunity to splendid achievement. Those possessions are ample to the task. The spirit and the skill of the men who are organizing them assure the successful outcome of the ambitious plan.

FORDSON TRACTOR IN THE CAUCASUS

Tractors Are Revolutionizing Farming Methods in Asia Minor

Over in the Caucasus of Asia Minor the Fordson tractor is more than a power plant—it is a land redeemer and a life saver.

There in the shadow of Mt. Ararat famed resting place of Noah's Ark, it is the 20th century missionary to the oldest land in the world and brings the most striking of all contrasts between modern power farming and the primitive methods in vogue for thousands of years.

Introduced in the Caucasus a little more than a year ago by the Near East relief tractor has revolutionized, and, thanks to it there is no famine this year.

With the tractor and modern farm machinery the fields, heretofore only scratched with the historic stick and oxen teams, have been plowed deep and with less seed have yielded greater crops than ever before. Hundreds of natives, too, have been released from farm work to enter industrial pursuits.

A recent note from Erivan, Armenia, tells the story of tractor accomplishments in striking figures.

"Then American tractors ploughed through 1,000 acres of land in 11 days," the message said. "To accomplish the same work in the same time would have required 1,000 oxen and 500 men.

Under power farming the crops in the Caucasus have been 50 per cent larger and one-third less seed has been used. Where Armenia only a short time ago, with 80 per cent of its population engaged in agriculture was only producing one-third of its cereal requirements it is today producing about one-half with far less men employed in the work.

The Near East Relief is now using 11 Fordson tractors.

With gasoline power, fed by the rich oil fields of Baku on the Caspian sea and with modern machinery, the Caucasus promises to accomplish one of the most interesting agricultural developments in the history of the world.

AMERICA NOW BUILDS WORLD'S FINEST CARS

(By Edsel B. Ford)
President Lincoln Motor Co.

While for many years the average American car owner has looked up to the foreign built automobile as being the finest example of coach work and automobile production in the world, the United States is now recognized as being the home of finer automobile creations than any other country may point to.

The Lincoln car is a typical example of this fact. It is the policy of this company to build the finest car that the tremendous resources of the Ford Motor company will allow. This means that the finest of materials and engineering talent will go into the making of the Lincoln, and this fact is being recognized abroad, as well as in this country.

European manufacturers and en-

gineers are beginning to come to America to get patent rights and body designs for their cars. Hardly a week passes but what the Lincoln factories in Detroit are visited by some leading foreign engineer. Practically everyone of these visitors marvels at the manner in which the Lincoln is built and many express amazement at the fine manufacturing limits which it is possible to obtain in machine work.

The market in the United States for foreign cars is slowly passing. Today the vast majority of the Americans are forsaking the European cars and turning to home-made products. Patriotism alone is not responsible for this, as when a man buys an expensive priced car he buys for value, and the business man has been convinced that such value is built into the Lincoln.

One of the primary reasons why the European manufacturer cannot compete with the American manufacturer is that the field abroad for sales of higher priced cars is distinctly limited. They cannot afford to employ thousands of workmen and produce thousands of cars per year. They have not market for this number and as a result a great deal of the work is done by hand. Ameri-

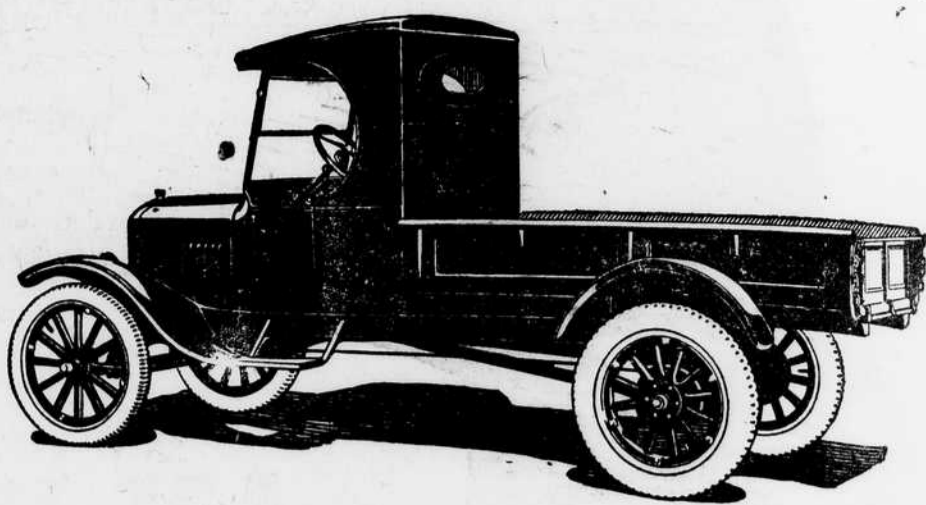
can demand for large numbers of better cars by machinery than Europe can turn out by hand.

In the same way styles in American coach work are far superior to those of foreign cars. It is possible

to compare foreign built and American products in motor car values and it can easily be seen that they are behind this country in styles.

All these factors combine to give value in the car made on this side of the Atlantic, at a lower price. It

is true that there are many excellent foreign built automobiles, but comparing them for appearance, value and cost with such a product as the Lincoln, will show anyone how far superior American automobile manufacturers have become.



FORD TRUCK



TOURING CAR
Seven Passengers

LINCOLN MOTOR CARS

To own a Lincoln Motor Car is to immediately experience the highest measure of satisfaction. In road performance, in comfort, in beauty of design and finish there is nothing left to be desired.

With each succeeding mile of service this satisfaction grows with the fuller realization that the Lincoln gives all that can be required of an automobile.

\$3800

F. O. B.

Detroit

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