

FACTS ABOUT FORD CARS

The Ford factory builds more than half of all the motor cars made in America.

This is a business condition absent without precedent or parallel anywhere.

The great volume of production has been able to keep up with the constantly increasing demand for cars, the company having consumed unfiled orders for immediate delivery of 100,000 and more.

It would not be so, could not be so, if the Ford car had not proven all the tests that time, and the greatest number and variety of uses and abuses can impose, its superior practical worth. It has demonstrated to users, in the fullest sense, that they demanded in a motor car.

It has established its dependable serviceable merits, day after day, in actual service, the great demand not coming through any exceptional schemes of selling nor by any commercial combinations.

The demand is unprecedented because the value in the Ford car is unequalled.

From any and from every angle there is only one reason why the Ford car so far outsells all other cars and that is: It is a better car.

The Ford car stands upon the reputation of what it has accomplished and proved to be judged independently of its price.

It is astonishingly low in price, but surprisingly high in value because it is produced upon a scale so gigantic, so efficient and so economic, as to reduce the cost of manufacturing and distributing to the minimum.

When the Ford Motor company was building only a few thousand cars yearly, the costs of production and distribution were nearly twice what they are now.

With the present value equaling, and not exceeding, the combined production of all other automobile concerns in America, we are able to produce a better car at practically half the cost.

A few years ago we bought but a few thousand tons of steel, while today our company is one of the largest

est consumers of steel in the world, using considerably over 450,000 tons and you may be sure that, buying in such a tremendous volume, we secure bottom prices.

And this same buying power controls the cost of the entire range of materials that go into the construction of Ford cars.

Again, by reason of our great volume of production, we have been enabled to organize our factory and the branch assembly plants, our construction methods, the specialization of labor and the use of labor-saving machinery, to the limit and so bring production costs down to the lowest possible figure.

In factories where only a limited number of cars are produced, or simply assembled, the many operations necessary cost from three to four times that of similar operations in our Ford factories.

There is just one chassis for all Ford cars—only the bodies are different. This concentrated effort upon the production of the few hundred parts of just one model naturally escape the inevitable costly mistakes and expenses which follow the production of thousands of parts for many different models, as well as for the yearly changing of models.

We thus effect a tremendous economy in buying, in manufacturing and in selling—besides in the equally important "after service" that follows to the purchases of Ford cars.

Put it in a nutshell: Large production makes our selling prices small, while accentuating the high quality of the car.

Because of these facts, we again remind you that you cannot judge the Ford car by its low price. The standard of its high merit is the basis of its great popularity with the more than 4,000,000 Ford owners now using "The Universal Car."

Keep in mind the following established facts:

- Simplicity in design—anyone can quickly understand it.
- Simplicity in construction—and every part a bulwark of strength.
- Simple in operation—anyone can drive it.
- Simple to maintain—anyone can care for it.

FERTILIZER OUTFIT BY THE FORD PLANT

Twenty Million Pounds Made Annually at the River Rouge Plant

Ammonium sulphate fertilizer now is being produced by the Ford Motor Company at the rate of 20,000,000 pounds yearly to enrich the soil of more than 100,000 acres.

The production of 54,000 pounds daily is being sold through thousands of Ford Dealers, a method of distribution which affords users unusually economical and prompt service.

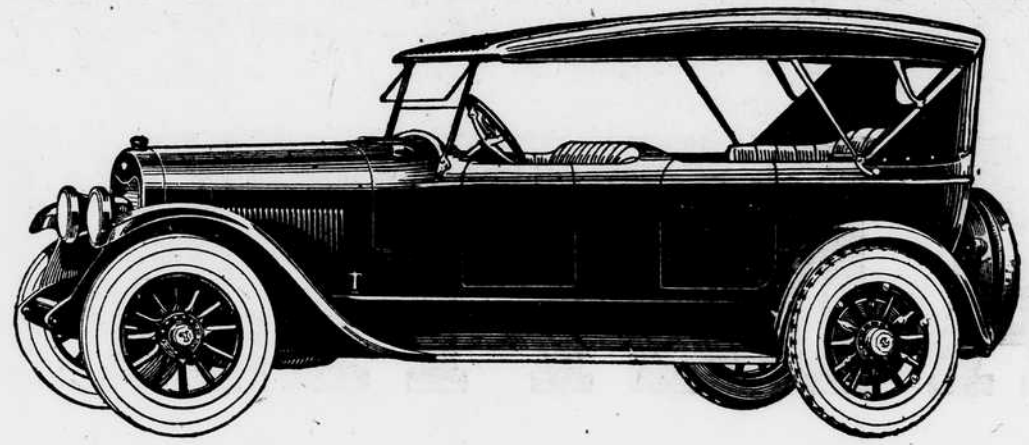
So popular has this Ford product become that the demand constantly exceeds supply. This is attributed to excellent results obtained by farmers in many sections last year and the low price. The Ford ammonium sulphate has been shown to be one of the best commercial carriers of nitrogen, containing twenty to twenty-one per cent of this element in available form for plant life.

Ammonium sulphate is a natural by product of coke ovens and has been used by farmers in increasing numbers for about fifty years. It is a white crystalline substance resembling table salt, produced when gas from coke ovens is passed through the "scrubbers"—tank apparatus containing weak sulphuric acid solution. The resultant salt has none of the characteristics of either the acid or the alkaline ammonia. It is practically odorless.

The nitrogen which is present in this chemical compound, the great value to plant life is due. Nitrogen is probably the most essential element for growing things. The value of good stable manure in fertilizing is due to presence of this element. The Ford ammonium sulphate has forty times the nitrogen strength of manure. That is, 50 pounds of this substance is equal in value to one ton of manure.

So concentrated is this product that it should be very sparingly used. The quantities per acre vary with the crop from 100 pounds to 300 pounds. The use of ammonium sulphate on golf courses and other lawns has been recommended as the best possible practice the United States Golf association bulletin. The growth of certain weeds is discouraged by its mixture with the soil.

General satisfaction and high praise has been shown in letters to the company from users. The Fraser Nursery company, of Birmingham, Alabama, one of the largest users, have added this Ford product to the several others they regard necessary in their business. As the pic-



LINCOLN TOURING CAR.

ture of a recent four-ton shipment of the fertilizer shows a Fordson tractor made in the River Rouge plants is hauling one of the by-products of its manufacture.

These Ford products were handled by the Adamson Motor Company Birmingham.

GOOD ADVICE GIVEN TO AUTO OWNERS

Helpful Advice For Getting Best Out of Ford Cars Is Given

To prevent band-chatter, let castor oil drip slowly from a can onto the bands. This will give the oil time to soak in. The can used should be of at least one quart capacity. Punch three holes into the bottom of it at such distances apart as will bring them directly over the three bands. Two heavy wire legs can be soldered to the head of the can and these bent to go into the two lower screw holes that hold the inspection plate on the transmission cover. The front of the can rests on the upper end of the inspection opening while the oiling process is taking place.

When coil units fail and you haven't time to get them properly adjusted, here is a suggestion that will permit you to drive home with all four cylinders hitting. If No. 1 coil unit goes wrong, transfer the No. 1 wires to the No. 4 coil unit (including both commutator and high tension wires.) If No. 4 fails, transfer its wires to No. 1. Similarly if No. 2 goes dead, transfer its wires to No. 3, and, in the same manner, if No. 3 is dead, transfer its wires to No. 2. Both spark plugs should

be adjusted to same width of gap.

Sometimes a Ford car acquires a weak front spring due to overloading. When this is the case, one of the shorter leaves from an old discarded spring can be turned upside down and clipped to the front axle so that the ends of the spring extend far enough upward to serve as a support when the spring is depressed a short distance.

Get under your car at frequent intervals and draw up all bolts as tightly as you can—body bolts, running board bolts, truss rod bolts, spring clips—all of them. A periodical going over of this kind at regular intervals saves rack and wear on your machine and insures greater safety in driving.

Stay clear of cheap lubricating oils, unknown brands of spark plugs, gyp tires, imitation Ford parts, etc.

Long nights are tough on batteries and lights. Have yours tested now to avoid trouble later on.

Sixteen Million cars In 1925?

Three hundred motor cars were registered in the United States in 1895. In 1925, thirty years after, the number will be in excess of 16,000,000.

This is not a prophecy, but a continuation of a table of registrations. In the ten years from 1914 to date, the table of motor car registrations in hundreds of thousands, reads as follows: 12, 17, 24, 35, 61, 73, 91, 104, 123.

It is hardly prophetic to say that the next two years will show figures of 140 and 160 hundred thousand, or 14,000,000 and 16,000,000 cars

registered.

It is inevitable that these cars have more and more good roads to run upon. If this number of wheeled vehicles congest our few hundred thousand miles of good roads, it is obvious that a greater number will compel more and more hard-surfaced highways.

Opposition to good roads comes from two sources; the ignorance of taxpayers, who think that the bond issue or the road tax represents out-go, instead of the means of increased income, and politicians, who desire "pork barrel" national legislation in order to get votes, rather than money to be spent upon roads.

Both classes of opposition are slowly but surely being steam-rollered out of existence with the automobile in the role of steam roller.

How many cars in 1925?

Australian Ford Car Makes Record

An instance of long service by a Ford car is brought out by the announcement that a Ford machine purchased in February, 1918, has been running continuously ever since in Australia. During the first twelve months it covered a distance of almost twenty-thousand miles. Since that time, it has carried mail and passengers practically every day. The machine has traveled 16,000 miles a year for the last four years. Overloaded and hard-driven, it is still on the job.

—When may two people be said to be half-witted? When they have an understanding between them.

THE MOTOR INDUSTRY

Value of automobiles produced in the United States during the present calendar year will exceed that of any other single product of American industry. Estimates based on statistics of the government and automo-

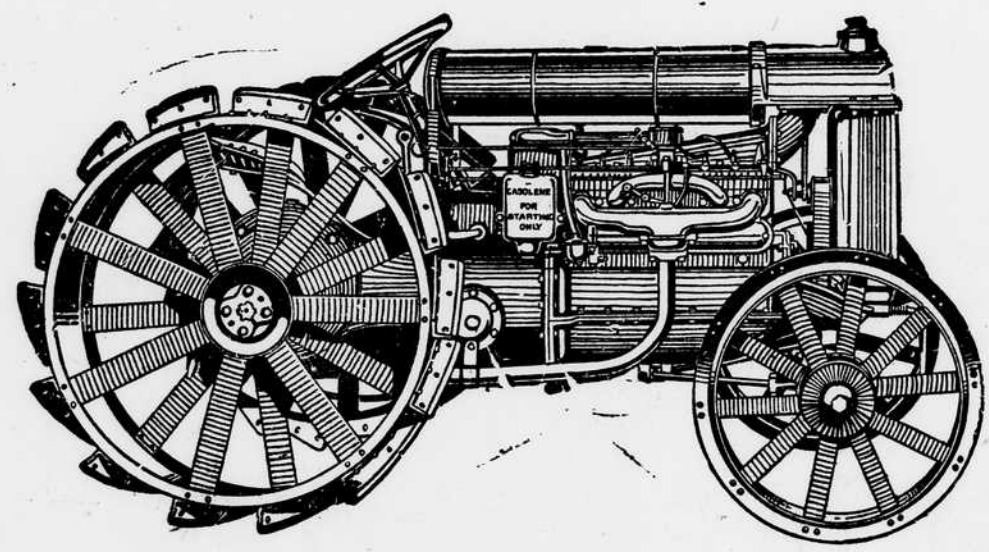
bile industry leave no doubt of this. For 1923 the value of automobiles produced may exceed \$3,000,000,000.

The number of automobiles now in existence exceeds 13,000,000, according to the bureau of public roads.

THE DAY OF POWER FARMING IS HERE!

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ALL FARM



IT RUNS
MACHINERY

Let us give you a demonstration. We will deliver you a Fordson Tractor to your farm, complete with fenders for \$495.00.

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