

7

Ford PICTORIAL

MAY

1925

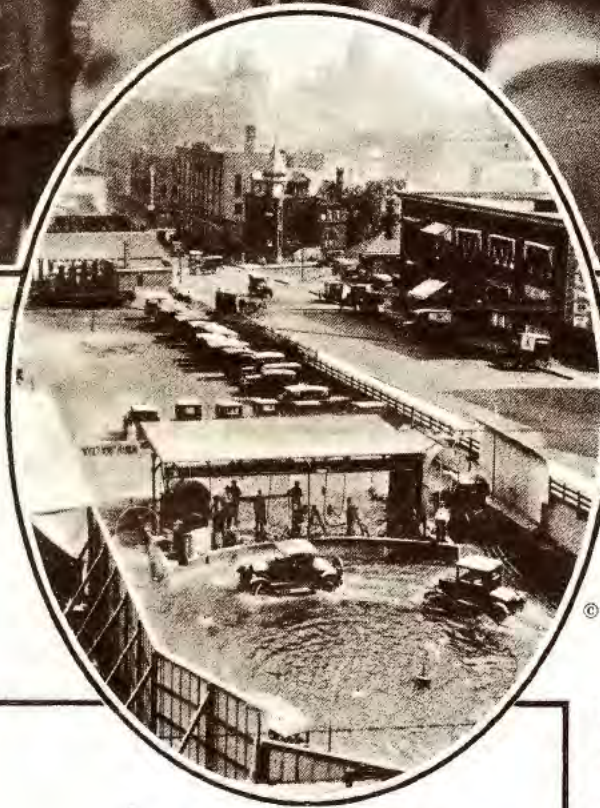


An intrepid army officer and his companion stop for refreshment at Siwa, an oasis in the Libyan Desert, Egypt.



Instead of the familiar street corner group, the Salvation Army is seen here using a Ford equipped with radio and loud speaker; a novel idea in a drive for funds.

© U & U



One of the latest innovations for washing motor cars is this automobile wash bowl in use at St. Paul, Minn. The whirling action of the water produces a spray and does not injure the paint.

© K & H News

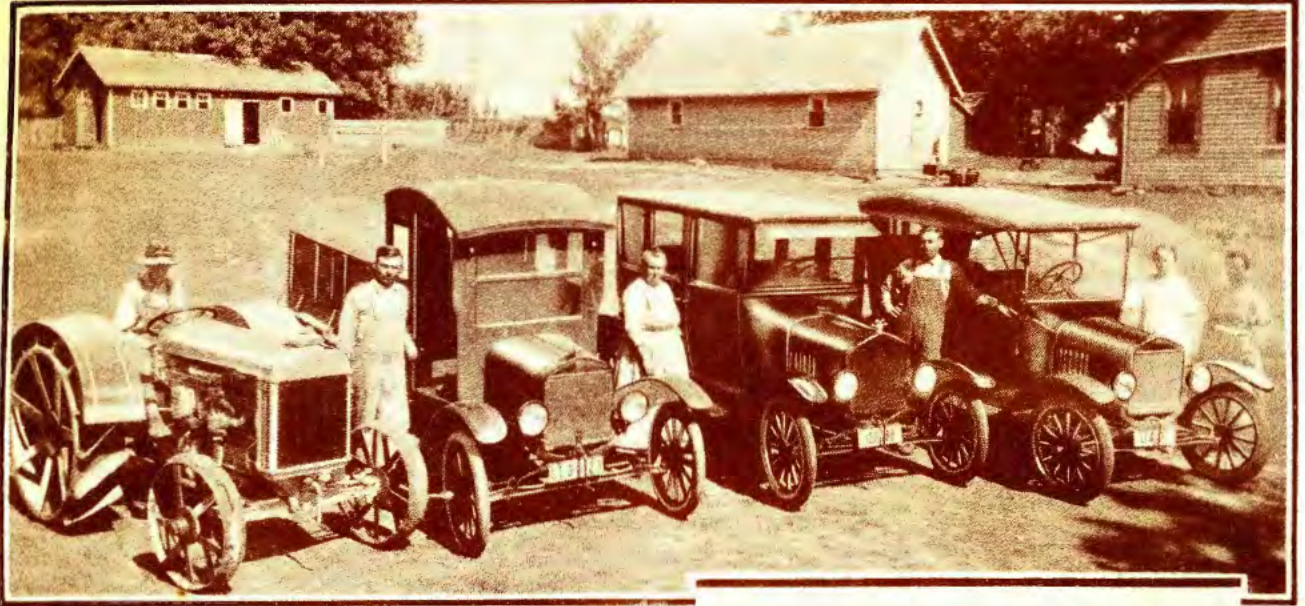


O. H. Bettes, traveling salesman, distributes Bibles from his home on wheels built on a Ford chassis. Here he is with boys of his Sunday school class at Dallas, Tex.



© World Wide

Across "Unknown Australia" in a Ford car, Michael Terry, risked death many times during his trip. His exploration revealed rich, fertile land.



A 100% Ford farmer, John Wehde at Sioux Falls, S. D., uses a Fordson Tractor, Ford Truck, Ford Touring Car and Fordor Sedan.

© World Wide

One of the many United States Forest Service Ford cars which are mounted on railroad wheels to patrol the railroads' right-of-way where the fire danger is great.

© K & H News

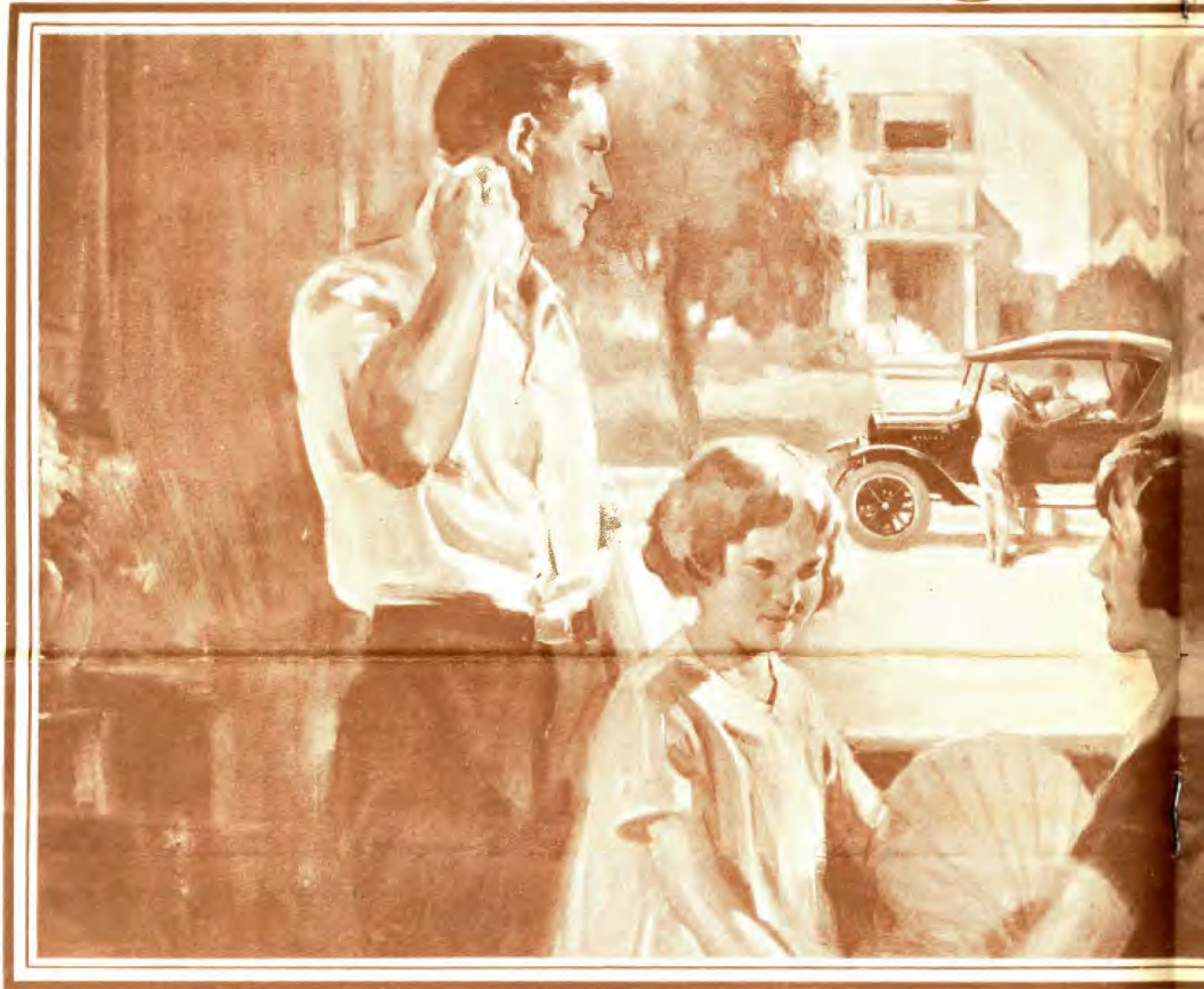


The strange ride of twenty-six Ford cars carrying a party of 100 from Bagdad to Holy Mecca. The convoy was arranged by an Arab, when the Euphrates was overflowing its banks.



© World Wide

"How did he ever get th



More than 165,000 families—in all walks of life—have taken of "The Ford Plan" to own an automobile. Let us tell you

Every family—with even the most modest income, can now afford a car of their own. This Ford Plan makes it possible.

You accomplish something when you own an automobile—give yourself more earning power—economize your time—travel more, see more, do more, enjoy more—get more out of life for yourself and family—bring pleasure to others.

Buying a Ford means making a sound investment. An investment that yields increased earnings and pleasures, broadens your vision—moves you just that much farther on the road to success.

Our new book "The Ford Plan" tells you exactly know—"How to own an automobile—how to m more for you—how to enjoy life more."

Every family should have their own car. Why be p crowded conveyances when you can easily and econ in your own automobile? Why stay home on pleas you and the family should be enjoying nature's be live but once and the years roll by quickly. Why v things that you rightfully should enjoy today? C Don't wish for a car any longer. We'll show you h your own car. MAIL THE COUPON TODAY.

the money to buy a car”

Perhaps he *doesn't* make as much as you do—but he took advantage of the

Ford Weekly Purchase Plan

—the quick, easy,
sure way to own an
automobile



advantage
about it.

what you want to
make your income do

ushed and jammed in
omically go and come
ant afternoons when
auty outdoors? You
wait for tomorrow for
et our book NOW.
ow easy it is to own

Our booklet, "The Ford Plan" will be mailed gladly to anyone upon request. It carries an interesting message that every one should read. And most of all, it will show you how you can soon drive your own car.

*Mail Coupon Now.
This Book Will be
Sent by Return Mail*



C O U P O N

FORD MOTOR COMPANY, Dept. F. P., Detroit, Mich.
Please send me your book, "The Ford Plan" which fully explains your easy plan for owning an automobile.

Name.....

R. F. D. Box or Street & No.....

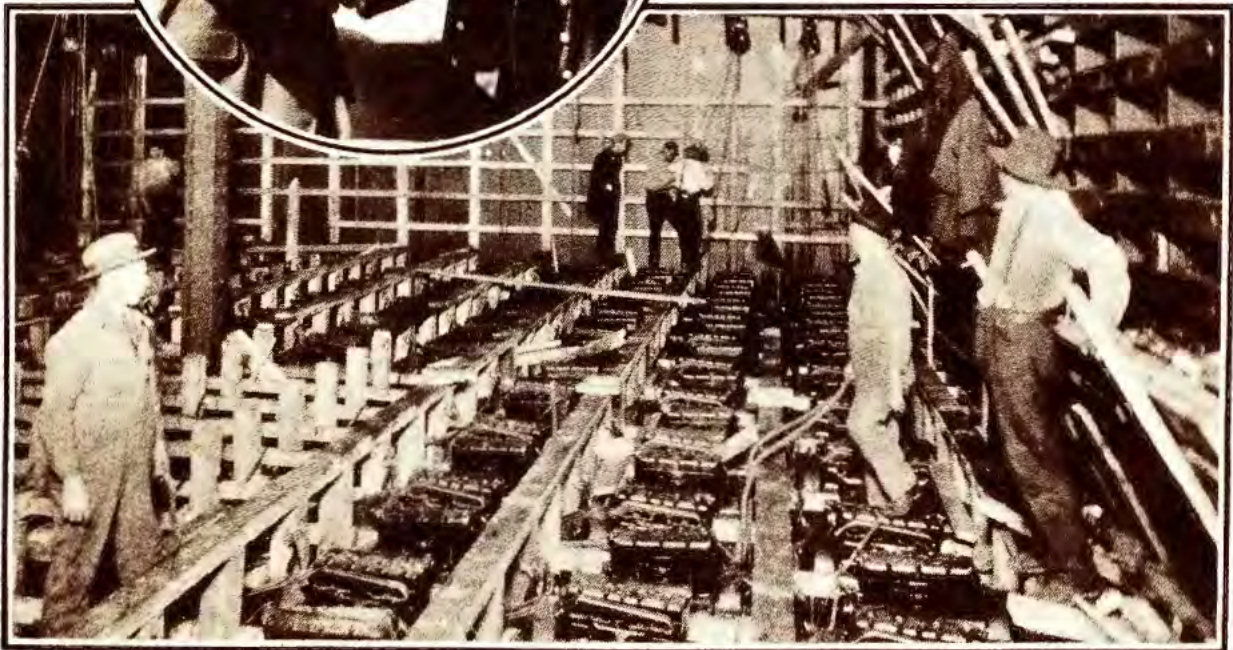
Town..... State.....

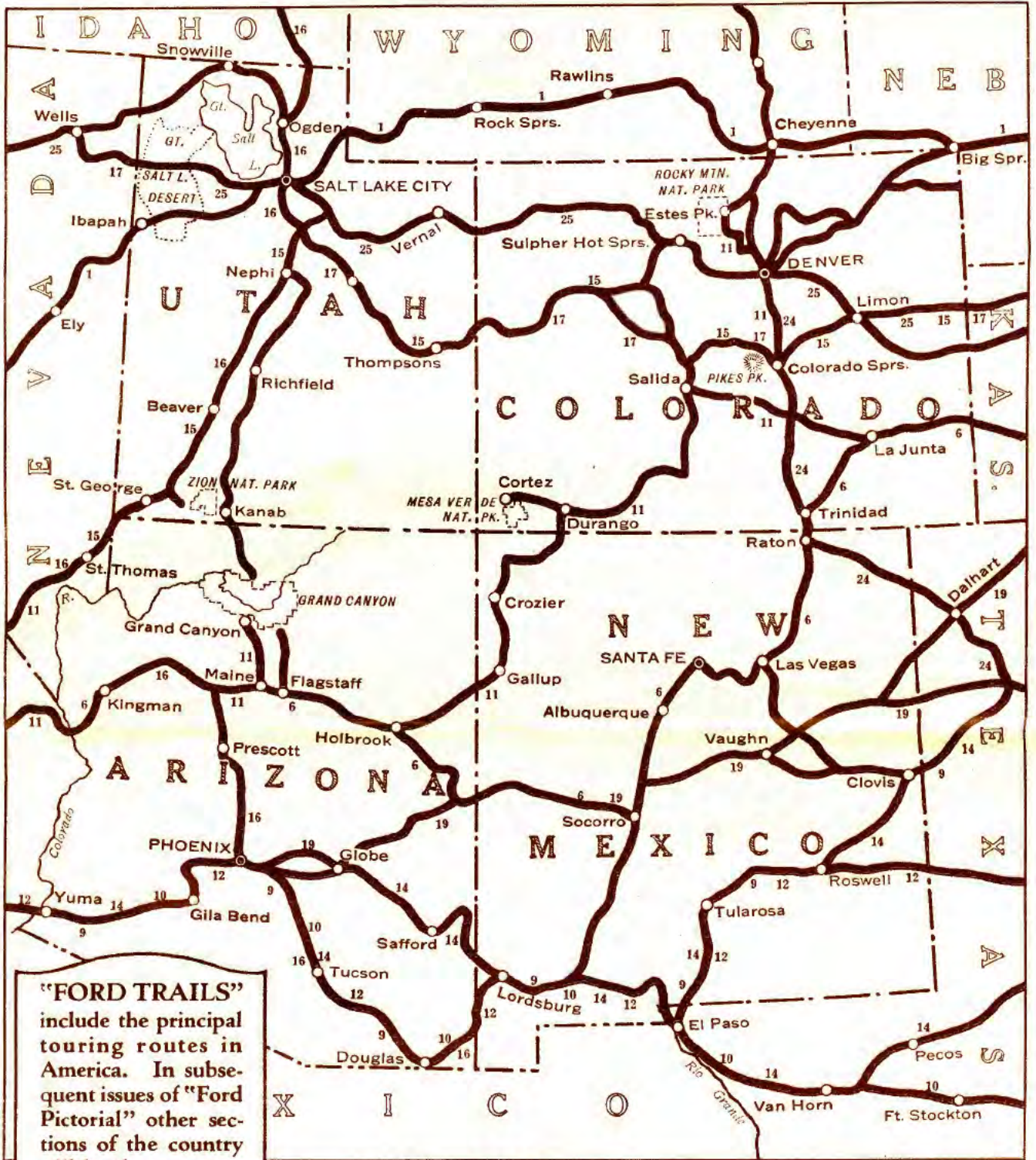


Steamer Onondaga of the Ford fleet carried the first cargo of automobile parts to be shipped to the Pacific Coast. Crowd welcoming the ship at San Diego where half the cargo was unloaded for delivery to the Los Angeles branch of the Ford Motor Company.

Acting Mayor Angelo Rossi welcoming Captain Wilson, skipper of the Onondaga, to San Francisco.

A view of the Onondaga's hold showing how Ford motors were packed for shipment.





"FORD TRAILS"
include the principal touring routes in America. In subsequent issues of "Ford Pictorial" other sections of the country will be shown.

KEY

Numbers correspond with list of principal highways

- 1 Lincoln Highway
RED WHITE BLUE BLUE L
- 6 National Old Trails Road
RED WHITE BLUE
- 9 Lee Highway
BLUE ON GRAY
- 10 Old Spanish Trail
RED WHITE YELLOW BLACK LETTERS

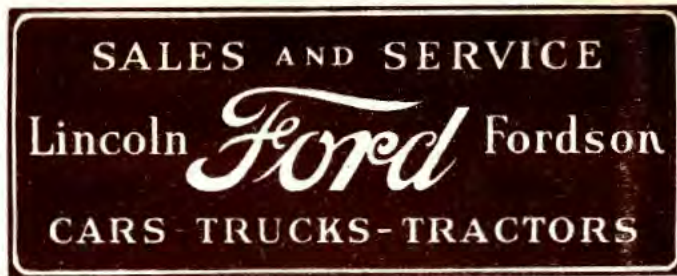


- 11 National Pk. to Pk. Highway
BLACK ON WHITE
- 12 Dixie Overland Highway
BLUE BORDER RED LETTERS ON WHITE
- 14 Bankhead Highway
YELLOW BANDS BLACK LETTERS
- 15 Pikes Peak O to O Highway
RED WHITE
- 16 Evergreen National Highway
GREEN ON WHITE



- 17 Midland Trail
ORANGE BLACK ORANGE
- 19 Atlantic Pacific Highway
YELLOW BLACK YELLOW
- 24 Colorado to Gulf Highway
RED WHITE BLUE
- 25 Victory Highway
METAL SIGN





The Nearest Service is Ford Service

Authorized Ford Service is available in every neighborhood of the nation. More than 9,000 Authorized Ford Sales and Service Dealers are linked in a web which unites the cities, villages and hamlets of America.

Wherever you travel, the friendly blue and white sign represents the continued responsibility of the maker of Ford products; it assures continued satisfaction to the user. It identifies highly skilled specialists in the operation and maintenance of products of the Ford Motor Company. These men use tools and equipment designed to permit better work in shorter time and at lower cost. Their labor charges are standardized as well as minimized—exact amounts are told you in advance. Replacement parts are installed which are Ford-designed and Ford-made, and every operation and every unit is backed with a positive guarantee.

MAKE SAFETY YOUR RESPONSIBILITY