

# Saving of Waste Big Ford Asset

By-Products Business of Giant Industry Brought in More Than \$13,000,000 in 1924.

## Activities Are Numerous

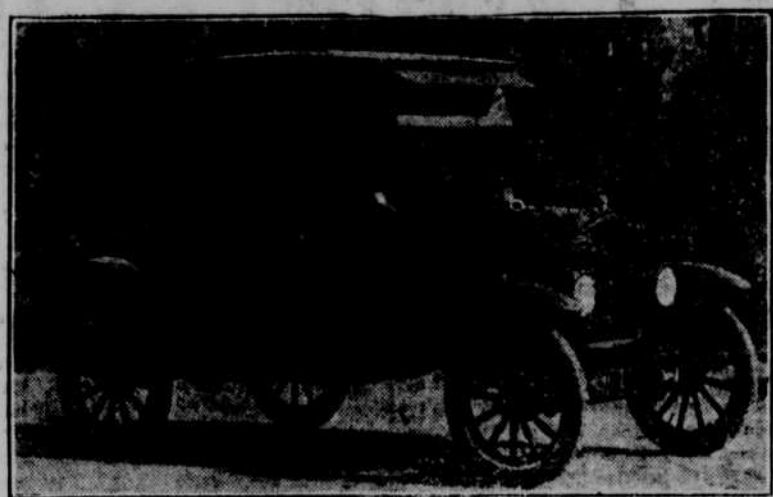
The Ford Motor company has developed a by-products business which during 1924 brought in more than \$13,000,000. This is, entirely aside from its enormous vehicle business and is the result of the company's activities in lines generally not associated with the manufacture of automobiles.

The most remarkable feature of this division, however, is that nearly \$4,000,000 of the business comes from the sales of by-products reclaimed from waste. What the average large manufacturer considers as waste materials the Ford Motor company is not only turning into profits, but in doing is contributing in a large measure to the conservation of natural resources.

**Controls Raw Materials.**  
Production of Ford cars, trucks and tractors has grown so great that the company has gradually taken over control of resources of raw materials in order to insure constant production. This has led to the development of coal and iron mining, logging operations, glass manufacture and similar basic industries, surplus materials from which are dispensed through a new department and find ready sale in the public markets.

Coal brought into the River Rouge

## Ford Coupe on Exhibition



Slag from the blast furnace at River Rouge is transformed into Portland cement at a new plant having a capacity of 1,000 barrels a day.

### Wood By-Products.

At Iron Mountain, Mich., now the center of the company's body parts industry, the largest wood distillation plant in the world is recovering from the hardwood scrap a number of valuable by-products. These include charcoal, pitch, creosote, ethyl acetate, refined wood alcohol, methyl acetone and acetate of lime. A number of these by-products are used by the company, but all in excess of its requirements are sold and will bring an estimated return of more than \$2,500,000 annually.

Charcoal, principal of those by-products, is made into briquets, and as a clean, hot fuel sells readily for use in dining car and hotel kitchens and in households.

pany's three glass plants. Grades not suitable for Ford cars and glass in small sizes are sold to mirror companies and various other concerns.

At Hamilton, O., there is a 1,200-acre experimental farm adjoining the Ford wheel factory. Farm products and livestock can, therefore, be added to the list, along with electric power, which the company also sells.

The sales of surplus factory scrap metal and nonmetallic material reach enormous proportions. From those items alone the company realizes more than \$4,000,000 a year.

## 25 PER CENT GAIN IN LINCOLN SALES

Retail sales of Lincoln cars, produced by a division of the Ford Motor company, showed an increase of approximately 25 per cent during 1924 over the previous year. It was just announced. The sales for the year totaled 7,501 as compared with 5,915 in 1923. Lincoln car sales abroad also showed an increase.

Another source of revenue at Iron Mountain is the sale of surplus lumber.

Plate glass is made at the com-

## The Ford Tudor Sedan



## Lincoln Dealer Here Has Fine Exhibit



J. V. Thorndike, Omaha Lincoln Dealer.

Andrew Murphy & Son are displaying the new Maxwell coupe. This coupe is specially designed for commercial travelers. It has leather upholstery, a wide seat, heater, large rear deck and many other special features. The spare tire is carried on the side in a special tire carrier. The car is hung very low and develops great power. Balloon tires are part of the regular equipment.

## Ford Resources a Feature of Lincoln Cars

### Giant Concern Is Backing Larger Car With Its Remarkable Organization.

Ford resources are significant to the Lincoln and to the Lincoln owner in two ways.

The creative resources are definitely devoted to bettering this car in every possible way. They free the hand for progress. They make it possible to go further in seeking refinements of engineering and completeness of appointment than is possible where limited resources set a bound to laboratory experiments or manufacturing changes.

It is not alone the ingrained goodness of a motor car that determines its worth to its owner. The ease with which he can secure service attention upon it is scarcely less important to him.

For a car must have attention. However sturdily it may be built, it cannot run indefinitely without occasional adjustments. It deserves periodic inspections by expert mechanics, familiar with its every detail.

**More Points of Contact.**  
Such service attention is more easily secured for the Lincoln than for any other fine car. The vast Ford dealer organization gives it more points of contact with the motoring public than any other fine car can boast.

The Ford Motor company early announced its intention of backing the Lincoln car with the finest service organization in the world. Nothing has been spared in making good that pledge. Whether the owner drives about his home city or tours across the continent, he travels with absolute confidence in his car's mechanical ability and in the facilities provided for maintaining its efficiency.

Many thousands of dealers now have Lincoln-trained mechanics in their service department. Special Lincoln schools at the company's branches have instructed picked mechanics sent in by dealers over the territory, giving them an intimate familiarity with every detail of the construction of the Lincoln and acquainting them with the adjustments necessary for its perfect functioning. Schools are at work all the time, in order that every Ford dealer may ultimately have at least one man who has taken the course.

**Service Facilities.**  
In every section of America, in addition, picked dealers are fully equipped to overhaul the Lincoln completely and make major repairs on it. These stations supply complete service facilities within convenient reach of the driver wherever he may go. They can take a Lincoln off the road, go over it systematically, and assure its faultless performance for added thousands of miles.

That is, the country is covered with a highly organized system of complete Lincoln service stations, supplemented by several thousands of other stations where intelligent and conscientious attention may be had for the car. Whenever the Lincoln owner may care to tour, he is never far from capable aid. Minor adjustments need never occasion delay and without depriving himself of the use of his car, he can everywhere find facilities for according it that routine attention which keeps it constantly at the peak of efficiency, constantly youthful in spirit and eager for the road.

Because of this wealth of service facilities, the Lincoln owner sets out for a cross-country trip with only routine adjustments by way of special preparation. Usually he arrives at his destination without needing to avail himself of the service so generously provided along his route. But it is granted him to make every journal of expert attention should he desire with the pleasant assurance that at no time is he beyond immediate aid to avail himself of it.

### Drive Carefully.

An automobile driver can make friends by driving carefully. He can make a friend of the traffic policeman on the corner, and one he passes every morning on his way to work, or on his way home in the evening. He can make a pedestrian in the street say, "If I a good fellow; thoughtful of others." He can make the driver of another car say, "There's a decent driver; I wish there were more like him."

# LINCOLN

Those who insist on the most exacting standards of dignity and faultless performance in a fine car, are invited to visit the special Lincoln display at the Automobile Show this week.



## J. V. Thorndike Co.

Exclusive Lincoln Sales and Service  
3124-28 Harney Street

# Ford

## Confidence in Ford Performance

The owner of a Ford is never in doubt as to what he can expect in service. He knows what his car will do and how sturdily it will do it.

When bad weather and roads put other cars out of commission, the Ford car will stay on the job. It will carry through slush and snow, over frozen ruts, newly constructed roads—anywhere.

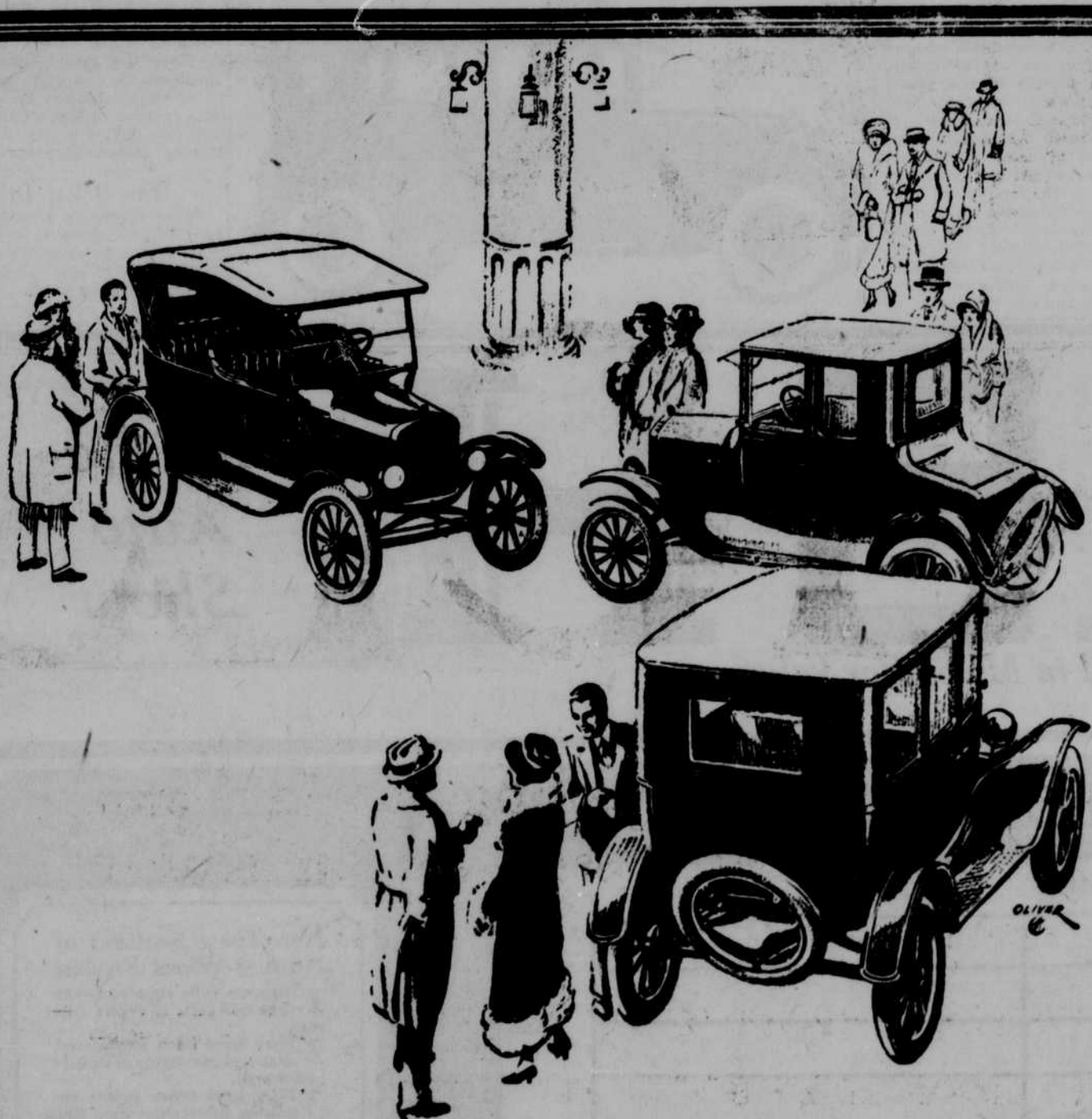
Yet Ford benefits can be yours for the lowest prices ever offered. This is made possible by the efficiency of Ford manufacture, the volume of output and practically limitless resources.

Ford Motor Company  
DETROIT

SEE THE NEAREST AUTHORIZED FORD DEALER



VISITORS ARE ALWAYS WELCOME AT ALL FORD PLANTS



## Values Shown at the Show

The exhibit of Ford Closed and Open Cars at this year's Automobile Show should interest you, because it represents the greatest values in motor car history.

More car-owners every year come to the ultimate realization that a Ford delivers more dependable, care-free mileage per dollar invested than any other car.

First cost, upkeep and depreciation are all lower. Service is more widely available.

Be sure to visit the Ford Display. It will convince you that you cannot make a more sensible or profitable purchase of a car than a Ford.

### PRICES

- Fordor Sedan \$660
- Tudor Sedan - 580
- Coupe - - 520
- Touring - - 290
- Runabout - - 260

All prices f. o. b. Detroit  
On open models demountable rims and starter are \$65 extra

# Ford

THE UNIVERSAL CAR

VISITORS ARE ALWAYS WELCOME AT ALL FORD PLANTS