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## The Complete Guide-Book

F YOU'VE been a tourist in foreign lands, you've probably come to have high regard for one or another of the standard guide-books. Surrounded strange scenes, strange names, and with your time limited, you have turned with relief to any volume which tells you on good authority where

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RANGER, Texas, July 30 .
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The scene of the fire was in the
northwestern edge of Ranger and Arizona Town
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Pat Neff, former Adjutant Gen-
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Pearson spoke at a political rally
 Build Special
Valued Gift.





# Meeting the Needs of Millions of People 


$\mathrm{B}^{\text {ECAUSE the automobile is such an important factor }}$ in the lives and prosperity of so many people, the purpose of the Ford Motor Company is something more than the mere manufacture of a motor car.

There is no service in simply setting up a machine or a plant and letting it turn out goods. The service extends into every detail of the business-design, production, the wages paid and the selling price. All are a part of the plan.
The Ford Motor Company looks upon itself as charged with making an automobile that will meet the needs of millions of people and to provide it at a low price. That is its mission. That is its duty and its obliga tion to the public.

The search for better ways of doing things is never ending. There is ceaseless, untiring effort to find new methods and new machines that will save steps and time in manufacturing. The Ford plants are, in reality, a great mechanical university, dedicated to the advancement of industry. Many manufacturers come to see and share the progress made.
The greatest progress comes by never standing still Today's methods, however successful, can never be taken as wholly right. They represent simply the best efforts of the moment. Tomorrow must bring an improvement in the methods

of the day before. Hard work usually finds the way. Once it was thought impossible to cast gray iron by the endless chain method. All precedent was against it and every previous experiment had failed. Many men had shut their minds to the possibility of change. But fair prices to the public demanded that wasteful methods be eliminated in this operation. Finally the found and old methods gave place to new.

A better way of making axle shafts saved thirty-six million dollars in four years. A new method of cutting crankeases reduced the cost by $\$ 500,000$ a year. The perfection of a new machine saved a similar amount on such a little thing as one bolt. Then electric welding was developed to make many bolts unnecessary and to increase structural strength.
Just a little while ago, an endless chain conveyor almost four miles long was installed at the Rouge plant. This conveyor has a daily capacity of $\mathbf{3 0 0}, 000$ parts weighing more than $2,000,000$ pounds. By substituting the tireless, unvarying machine for tasks formerly done by hand, it has made the day's work easier for thousands of workers and saved time and money in the manufacture of the car. All of these things are done in the interest and the service of the public-so that the benefits of reliable, conomical transportation may be placed within the means of every one.

Ford Motor Company


