



# News Release

News Department, The American Road, Dearborn, Mich. 48121  
Telephone: (313) 322-9600

RELEASE ANY TIME

Ford Motor Company, a major exhibitor at San Antonio's HemisFair'68, has been an industrial citizen of Texas for 58 years.

It was in December, 1909, that a small two-man sales and service office was opened on Commerce Street in Dallas. Three years later, B. L. Graves and Dr. S. E. Milliken of Dallas made the first trip by car from Dallas to El Paso in a Model T touring car.

Limited assembly of "knocked-down" Model T Fords began at the Commerce Street location in 1913, and in July, 1914, regular assembly of the famous Tin Lizzie began in a new assembly plant at Canton and Williams Streets in Dallas. Nearly 214,000 Fords were assembled before that plant became obsolete and was replaced by a new assembly plant on East Grand Avenue in 1925.

The original Grand Avenue plant was located on 22 acres and covered 253,000 square feet. Subsequent expansions have enlarged the plant to 973,000 square feet on a 46-acre plot. A current 86,400-square-foot expansion is scheduled for completion in June, 1968.

Feeding the assembly system requires about 45 boxcar loads of parts and materials daily. Unloading facilities can accommodate 37 rail cars and six trucks at one time. Each year the plant spends about \$2.5 million locally for services and materials.

Bodies, frames and other components are assembled on 91 overhead and floor conveyors which, if stretched out in a straight line, would be almost six miles long. A teletype system informs key production stations of specifications for each car and truck.

Approximately 500 cars and trucks are in various stages of completion on the assembly line at one time. A car completes the assembly cycle in less than a day and a half.

A veteran work force assembles cars and trucks at Ford's Dallas plant. Ninety-seven per cent of the hourly employes have more than 10 years seniority, and almost a third have more than 20 years of service.

The annual payroll for approximately 1,800 assembly plant employes is about \$17 million.

In addition, 447 Ford and Lincoln-Mercury dealers serve customers in the state of Texas. These dealers have 11,215 employes, and their annual sales total approximately \$775 million.

###

4/1/68