

TRAIN RUN IN DAY-TIME ONLY IN DUTCH E. INDIES

So Ford Service Man Races 100 Miles at Night to Repair Axle

Mr. John L. Cludney, of the Calcutta office of Dodge & Seymour, Ford Distributors for India, relates a striking story of the efficiency of Ford service in the outposts of the Empire. Here it is in his own words: "Mohan (Dull) Sumatra, Mar. 3—On Thursday we decided to take a run up to Brastagi (about 77 kilometers with a rise of 5000 feet), in order to get cooled off after a strenuous two months of hot weather in Java and the Straits."

After 26 hours in Brastagi, one of the garden spots of the earth from a hill-station point of view, we drove to Siantar, about 120 kilometers, and had lunch. "FORD MAN ON THE JOB" About three o'clock we started for Padang, which is on the banks of Lake Toba, and about 7 kilometers (4 miles) from Siantar, the axle housing broke, and my wife and myself were obliged to get into a taxi (a one-horse, two-wheeled affair with a "bo-on-bo" effect) and drive back to town, while it rained as the tropics know how to rain.

The Ford repair man took me in his Ford car back to my broken car and finding that he did not have all the parts necessary for the repair, we rushed back to Siantar, hoping to get Mohan on the phone before six o'clock, because it was Saturday, and if the parts were not dispatched that day we would have been tied up until late Monday or possibly Tuesday.

RECORD TELEPHONE SERVICE In passing I may say that the telephone service in the Dutch East Indies has anything of its kind located in the East, and in a few minutes we had Mohan (over 100 miles) on the wire. Thanks to the service in us in a reasonable time by train (trains only run in the daytime on account of frequent breaks in the road-bed from wash-outs and inability to get reliable water supply). Mr. Ford, Manager for Borneo, Sumatra, Medan, Muntchappi in Medan, started his service car with a crew and all necessary parts and he was ready for the road again.

When I arrived he noticed that it was the same day. "How's that?" demanded Pat. "Well, sir," apologized the waiter, "this lobster got into a fight and lost a claw!" "Bring me the winner," said Pat. "The world today is ordering winners—actual and potential—men who have won out. The cry is for record holders or those who can make records."

Business manager, all-in-his-ers, fall-downs and glib pointers are as plentiful and as noisy as squirrels in a nutcracker bush. To succeed, men must be fully equipped—mentally, morally and physically. Get six articles with out one claw are out-dated. Bring along the winner.

Business calls for the best equipment, backed by the best human judgment and skill. It needs men and plants who can show a record—who can repeat and, if necessary, beat their own record. Otherwise—well, as Pat said, "Bring me the winner!"

Shakespeare Was Right A Ford owner in Toronto recently sent in the following: "I am in possession of a 1914 Ford which is still going strong. The following quotation from Shakespeare seems very appropriate: Falstaff—'Which of you ken Ford of this town?' Pistol—'I ken the wight; he is of substance good.'"—Merry Wives of Windsor.

GEMS CARRIED BY FORD CAR FROM BLACK OPAL FIELDS

Baby Emurs Join Party and Enjoy Trip to Civilization

"Most people thought a circus had come to town." Mrs. H. N. Jenkins thus expressed her opinion of her arrival, with her husband, into Melbourne at the end of the long overland journey from the Black Opal fields at Lightning Ridge, 150 miles northeast from Bourke, not far from the Queensland border.

Mr. and Mrs. Jenkins, residents of Hobart, Tasmania, during their annual tour of the mainland, were lured to "The Nine Mile," near Lightning Ridge, and in May last took up their residence there to try their luck at opal mining and dealers in these beautiful gems.

Mrs. Jenkins is, like her husband, gifted with a keen sense of humor, and thoroughly enjoyed their isolation. The continuous gamble of opal mining prevented any dullness in their separation from the comforts of civilization.

BABY EMURS JOIN FAMILY Mrs. Jenkins' social retinue consisted of three emus, which she found as soon as they were hatched and reared into a creditable family. They were brought along on the Ford car as a present to friends in Hobart.

These big birds were great "cobbers" on the field and en route, joining Mrs. Jenkins in her whims in the first and even crossed during the long drive from "The Nine Mile" to Melbourne. These birds have a cast iron constitution and will eat anything, if it is not one of the Ford one of the emus was sure to eat it. China was a relish they enjoyed, also buttons. They are easily tamed and follow their mistress about like a dog or the domestic cat. They thoroughly enjoyed their drive to Melbourne with Mr. and Mrs. Jenkins, but made no statement for publication on the political situation, Melbourne cable cars or jay-walking.

Mr. Jenkins called, with Mrs. Jenkins, on the Editor, and dangled him by tipping out of a small bag some black opals of great beauty, worth what many would consider even today a small fortune.

BRINGS FORTUNE IN OPALS The stones were cut and polished on the ground by Mr. Jenkins, who was for years a jeweler in Hobart. Some he had mined himself, others he had purchased from other diggers.

Opal mining differs from all other forms of mining for the reason that there is no reef or other defined line along which to search. Opals are found in small veins in the earth, and so the opal miner never knows what the next hit with the pick will be.

RAINBOW HUES IN BLACK STONE Imagine a polished stone as dark as the ace of spades. Then move it so that the rays of light strike it at a different angle. The darkness changes to most dazzling colors, some like the eye of a tiger at night, but changing from greens to peacock blue and reds and yellow. All the colors in the world seem to be locked up in each little black opal.

Some stones are large, of course, but one the size of a thumbnail is worth over \$200. The call of Christmas brought Mr. and Mrs. Jenkins south again. They made the journey to Melbourne in six days at a cost of \$10 for the trip of them.

They averaged quite easily 300 miles per day, and took almost a direct route to Melbourne from Lightning Ridge, which, by-the-way, is 55 miles from the nearest railway. On one stretch of 25 miles they saw no signs of human life.

The water supply at "The Nine Mile" is drawn from old mining shafts, and supplies for the camp are sent out from the nearest stock (55 miles) by a Ford one-ton truck. Absence of water makes horse hauling impossible. During the past twelve months, apart from occasional thunder-storms, which last about ten minutes, no rain had fallen on the opal fields. These little streams, however, provided sufficient water for the "city" of "The Nine Mile."

Mr. and Mrs. Jenkins, with their opals, emus and Ford car, crossed Bass Straits by boat, and motored from Launceston to Hobart for a holiday.

Ford Products

Ford Cars Fordson Tractors
Ford Trucks Lincoln Cars

FORD CANADIAN BRANCHES:
Windsor London Toronto Montreal Winnipeg
Regina Calgary Vancouver St. John
220 Ford Dealers and Service Stations in Canada

FORD OF CANADA REPRESENTED IN THE FOLLOWING OVERSEAS TERRITORIES:

Africa
Capetown Grand Rapids Pietermaritzburg East London Kimberley Bloemfontein Potchefstroom Johannesburg Durban Pretoria Ladysmith

Bulawayo
Limo Lawrence Marquee Windhuk Nairobi Kampala Tanganyika Lagos Accra Bathurst Freetown

New Zealand
Auckland Timaru
145 Sub-Dealers and Service Stations

India
Bombay Madras Calcutta Lucknow Lahore
16 Sub-Dealers and Service Stations

Arabia Ceylon
Aden Colombo
15 Sub-Dealers and Service Stations

Dutch East Indies
Batavia Soerabaja Soerabaya Soerabaya Soerabaya Soerabaya
33 Sub-Dealers and Service Stations

Australian Commonwealth
Adelaide Perth Melbourne Brisbane Hobart
445 Sub-Dealers and Service Stations

Straits Settlements
Singapore Malacca Penang Ipoh Kuala Lumpur
4 Sub-Dealers and Service Stations

Mauritius
St. Louis
1 Sub-Dealer and Service Station

New Caledonia
Noumea
1 Sub-Dealer and Service Station

St. Pierre De Miquelon
St. Pierre

1044 Ford Dealers and Service Stations Overseas.
454 Ford Dealers and Service Stations within the British Empire.

FORD MOTOR COMPANY OF CANADA, LIMITED
TORONTO, ONTARIO

ESSAY ON FORD CAR WINS PRIZE

B.C. School Girl's Effort Takes First Prize in Recent Contest

"Why the Ford is the Most Economical Car for the Salmon Arm District"

BY GLADYS M. FOSTER, SILVER CREEK, B. C.

"I am a Ford car, worth my weight in gold." You often hear that valuable article wrapped in small parcels. Well, that's just me, for this will be proved to you later. Of course I have always been too modest to talk about myself, but when it comes to saying "Why the Ford is the Most Economical Car for Salmon Arm District," I am going to stand up for my rights (I suppose I am like most women, wanting to have my vote).

"Just think how economical I am. My price is going down lower all the time. I am glad of that, because more mortals are able to buy me; whereas, if I were a stack-up, expensive car, not so many would be able to have me. Soon mortals will be able to get me for almost nothing."

"Then think how uncomplicated my engine is and how easy it is to get parts for me. When you can get them even at Eaton's. But then, you don't have to go so far away as that."

"Almost anybody, who has little or no love for machinery, can fix me up if anything goes wrong, by reading the simple instructions out of the books. In this way the Ford takes away a lot of money from the garage men, so the pennies continue to jingle in your pocket—so you find my operating cost is very low."

"Besides I am rather a tototaler. At least, I'm not as greedy as a lot of these big cars who require so much oil and gasoline. Then, too, the cost of my tires is lower than bigger ones."

"Of course, I am very serviceable; I am world-famous, time-tried and time-tested. I give no end of service and satisfaction. You can drive me all over, for I am something like the barfoot boy, and he is no tenderfoot. I am run over rough, rocky, muddy, bad, bumpy roads with great ease. Look at big cars running along such roads, how they cry, 'Ouch, ouch, my how my bones ache!' (Their bones are their springs). Besides, I'm not apt to be damaged in a deep rut or snow as bigger cars are. No wonder I boast of being the ideal car for town or country, especially for the salmon arm district."

"I am very convenient. Now, for instance, if I should break down on the road, you could fix me up in a short time, and then away I go, rumbling right along. Now if that had been a big car, the parts would have been so complicated that you would have been compelled to wait for the garage men to come along to see what was the matter."

"I am as strong as an ox, for I often have to pull a car far bigger than myself. My! how I laugh then, as I go chug-chug-checking up the hills."

"What a good friend I am of Father Time. The farmer can go to town early in the morning, do the marketing, be home by dinner time and be ready to start work after dinner, so the farmer doesn't lose half of his day's work."

"My beauty isn't only skin deep, as I am valuable to anyone who owns me."

"I am sure I have talked enough to convince you that you should get a Ford, as you can't afford to do without one. Call at the Labels & Slatton's Garage the next time you go to town and purchase a wonderful new Ford."

LINCOLN

The Car Exclusive

A car that inspires in everyone an instinctive exclamation of approval and delight. It is built by the Ford organization.

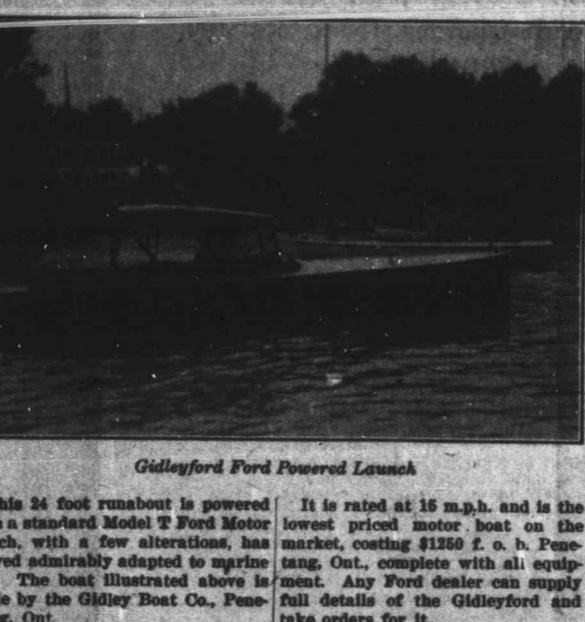
Remember that low price is the Ford ideal. Imagine then what inbuilt quality the Lincoln must possess.

Lincoln Division—Ford Motor Co.
Ford Motor Company of Canada Limited, Ford, Ontario

1 Passenger Touring 16000 4 Passenger Phaeton 24000
2 Passenger Sedan 16000 4 Passenger Coupe 17000
3 Passenger Sedan 17500 5 Passenger Sedan 17500
7 Passenger Sedan 17500 7 Passenger Lincoln 19500
Town Car 21000 Coach 11500

Price Includes Taxes—Flight tax

Ford Powered Motor Boats



Gidleyford Ford Powered Launch

This 24 foot runabout is powered with a standard Model T Ford Motor which, with a few alterations, has proved admirably adapted to marine use. The boat illustrated above is made by the Gidley Boat Co., Pen-tang, Ont.

It is rated at 15 m.p.h. and is the lowest priced motor boat on the market, costing \$1250 f. o. b. Pen-tang, Ont., complete with all equipment. Any Ford dealer can supply full details of the Gidleyford and take orders for it.

THE FORD IN EGYPT

These photographs taken from the London "Sphere" show the Ford cars used by the late Lord Carnarvon and his party during the most eventful days in the Valley of Kings.

Note that the Ford makes the trip to Luxor in 25 minutes. On donkeys this trip takes over 10 hours.

WHO SETS THE RESALE VALUE?

By the actual physical depreciation of the automobile.

Upon inspection you will find that in the first year, the public will pay almost as much for a used Ford as a Chevrolet or Overland, which means that the owners of either of these cars must suffer a great deal bigger depreciation than the Ford owner.

After the first year the public will pay more for a Ford than a Chevrolet and very little more for an Overland than a Ford. In other words, the Ford has consistently throughout its life a great deal higher Resale Value than either of these two cars, and the Ford owner therefore suffers less loss in dollars to depreciation.

A FORM LETTER

Doug Bleeker came home in an upper berth the other night. The air was warm as blazes, and to make things more uncomfortable, Doug found that the berth was inhabited. When he got home Doug was rather warm under the collar and sat down and wrote the railroad company a rather peppery letter. He received a very apologetic reply from the company, deploring the fact that there were any vermin in their sleeping cars. In fact, that letter was such a masterpiece that Doug almost forgot his fret, until a pencilled memorandum dropped out of the envelope on which was written "send this guy the bed-bug letter."

WHOLE FORD LINE SHOWS SURPRISING INCREASE ABROAD

Sales in Scandinavian Countries Unprecedented—Belgium is Rapidly Absorbing One-Ton Trucks

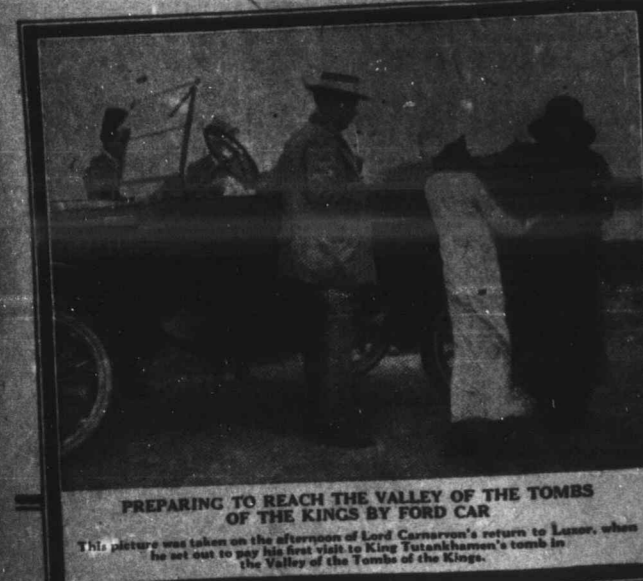
Detroit, Mich., May 30—Everywhere abroad there is an increasing demand for products of the Ford Motor Company and it includes the whole Ford line, Cars, Trucks and Fordson Tractors.

During the first four months of the year foreign sales of Ford Cars and Trucks reached a total of 76,143. This is 34,883 more than were sold in the same period a year ago.

In the same months, Fordson Tractor sales mounted to 4,524, more than twice the total of last year when 1,894 Fordsons were sold in foreign markets.

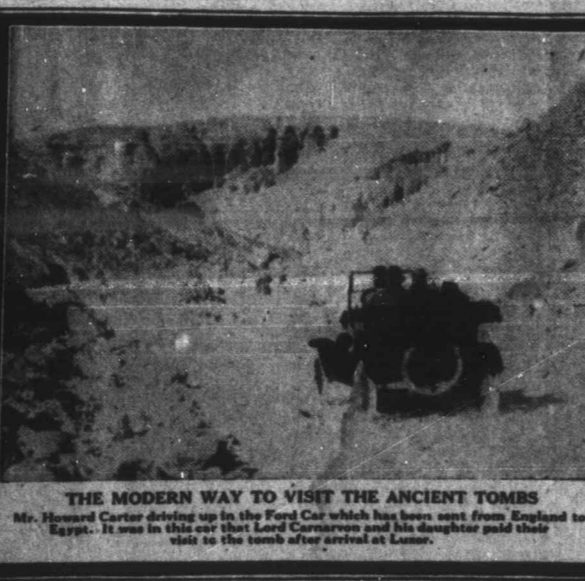
An outstanding feature is the remarkable demand for Ford Products in the Scandinavian countries. All through Denmark, Norway and Sweden sales are showing an unprecedented increase and motor transportation in these countries is making greater strides forward than ever before.

In Belgium, too, there is an unusual demand for Fords. The picturesque Belgian horse and cart is rapidly giving way to the Ford one-ton truck, for commercial and agricultural interests in Belgium now are keenly awake to the advantages and economy of this means of transportation and are turning to it in surprisingly increasing numbers.



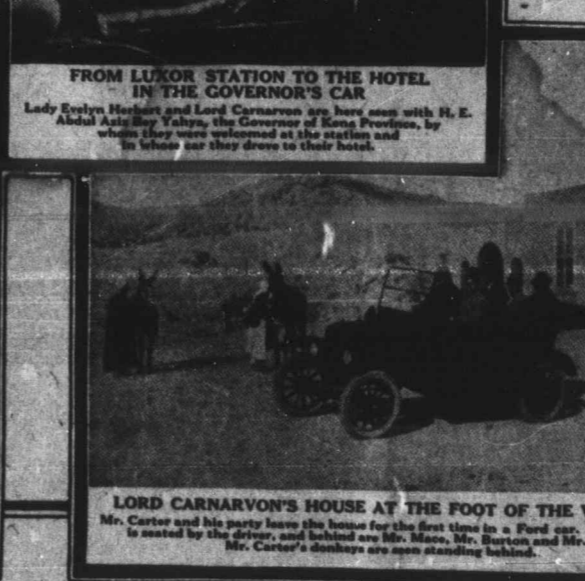
PREPARING TO REACH THE VALLEY OF THE TOMBS OF THE KINGS BY FORD CAR

This picture was taken on the afternoon of Lord Carnarvon's return to Luxor, when he set out to pay his first visit to King Tutankhamen's tomb in the Valley of the Tombs of the Kings.



THE MODERN WAY TO VISIT THE ANCIENT TOMBS

Mr. Howard Carter driving up in the Ford Car which has been sent from England to Egypt. It was in this car that Lord Carnarvon and his daughter paid their visit to the tomb after arrival at Luxor.



FROM LUXOR STATION TO THE HOTEL IN THE GOVERNOR'S CAR

Lady Evelyn Howard and Lord Carnarvon are here seen with H. E. Aldred, the Governor of Luxor, by whom they were welcomed at the station and in whose car they drove to their hotel.



LORD CARNARVON'S HOUSE AT THE FOOT OF THE VALLEY

Mr. Carter and his party leave the house for the first time in a Ford car. Mr. Carter is seated by the driver, and behind are Mr. Mason, Mr. Burton and Mr. Lucas. Mr. Carter's donkeys are seen standing behind.

THE NEWEST STYLE OF FORD GARAGE

An old empty tomb near that of Tutankhamen used by Mr. Howard Carter. He has much work to do, and must move out of it. In this car he can reach Luxor in 25 minutes on a donkey it takes 10 hours.