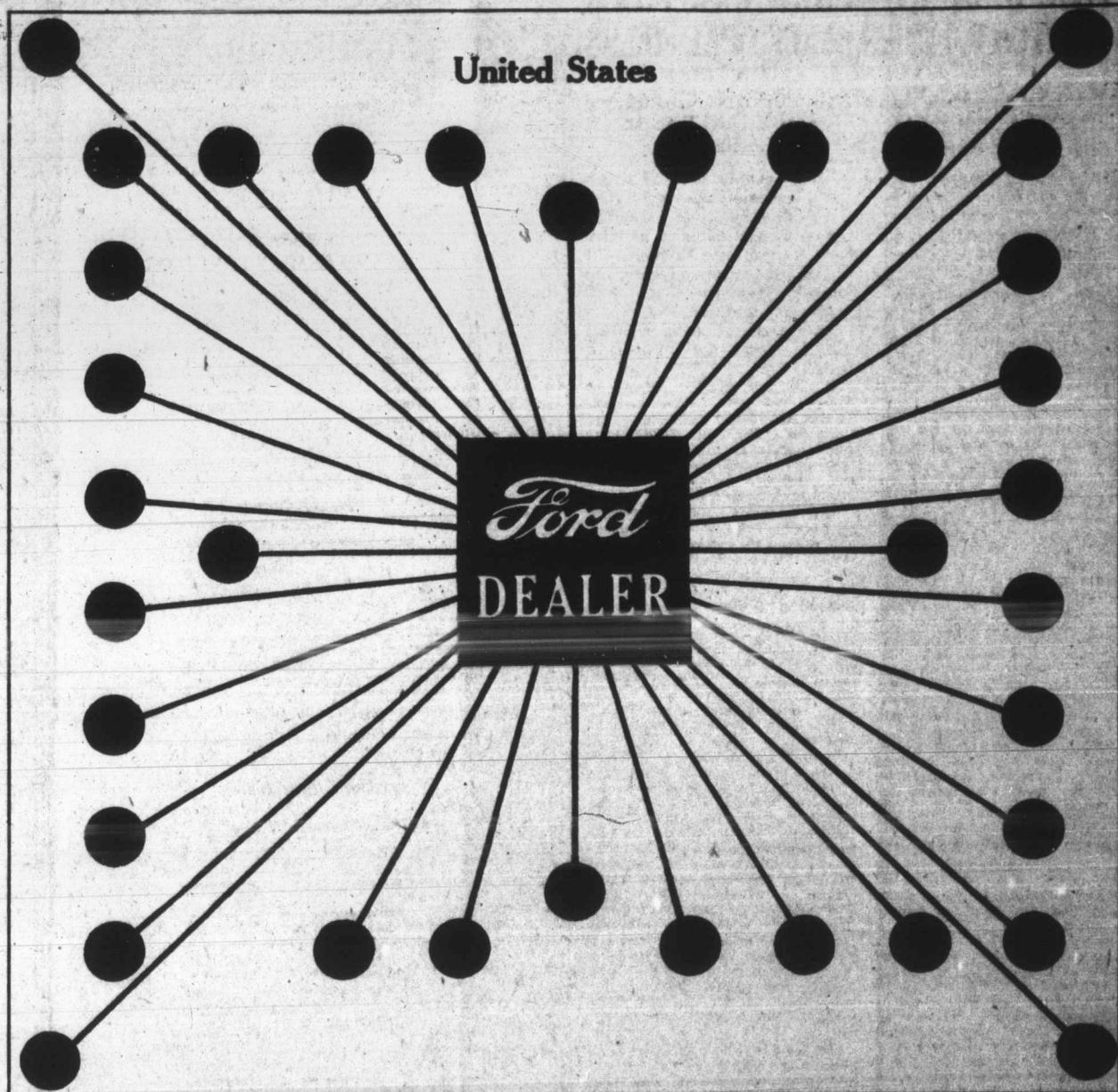


CANADIAN AND U. S. POPULATION DENSITY COMPARED



Canadian Population Two Persons Per Square Mile

United States Population 35 Persons Per Square Mile

CARS COST LESS IN THE U. S. BECAUSE BIGGER POPULATION AND GREATER MARKET LOWER PRODUCTION COSTS

Charts Show Canadian Population Two Persons Per Square Mile as Against 35 in U. S.

This comparison shows that density of population means sales. Big sales mean big production. One Branch of the Ford Motor Company in the U. S. has over a quarter of the population of Canada—in a more congested area—for more intensive work and sells more Ford cars than were sold in the whole of Canada.

1921-1922				1922-1923			
Last Year				This Year			
Canadian				Canadian			
Ford Detroit Sales	Ford Sales American	% of Oct.		Ford Detroit Sales	Ford Sales American	% of Oct.	
78,441	1,186	1.6	Nov.	103,290	1,306	1.3	
57,316	810	1.4	Nov.	106,227	1,465	1.4	
50,202	531	1.1	Dec.	105,779	701	1.1	
39,630	1,846	4.7	Jan.	100,118	3,213	3.2	
48,614	2,951	6.1	Feb.	116,080	4,085	3.5	
40,256	4,234	8.3	March	179,764	5,423	3.0	
384,660	11,558	3.3		711,448	16,192	2.3	

The following facts and figures show comparison between U. S. Ford production and Canadian Ford production to show the immense production in that country and therefore lower costs.

Purchasers orders on file with Dealer April 1st—
 United States 294,000
 Canada 4,723

In 1911-12 Ford production in U. S. was 76,150. Prices were \$590.00. In calendar year in Canada production will be 85,000. Price \$445.00. Population of Canada 5,738,590. Population of U. S. 115,000,000.

Branch Ford Motor Co. 2,726,495
 Sales in Canada, 1922, 23,465 cars. Sales in Cleveland Branch, 23,576.

"As a concrete example, showing the possible reduction of overhead affected by quantity production, we would cite the following, which has come under observation in our own plant. In our operations we manufacture a car frame, for which rather elaborate equipment is necessary. The value of machinery and tools amounts to \$191,000. The capacity of this equipment is 45 frames per hour. Our total requirements, however, amount to only 35 frames per hour. On the basis of producing 35 frames per hour we have a productive labor cost of \$30.50 per hour—and an overhead of \$56.68 per hour—a total of both of \$77.08—which represents a total cost of \$5.08 per frame, exclusive of material and commercial overhead expense. Were we to operate on the basis of 85 frames per hour, which is the capacity of the equipment, we would have productive labor of \$29.70 and overhead of \$113.15 per hour—a total of both of \$152.78—or a total cost per frame of \$2.15 exclusive of material and commercial overhead expense, or a reduction of 80c per frame."

FORD, DETROIT, HITS NEW PEAK IN MAY

Moving steadily up to a 6,700-a-day production, the Ford Motor Company on Monday, May 21, set a new daily record when 6,653 Cars and Trucks were completely assembled for domestic use. It is announced by The Ford News.

This new production mark exceeds by 41 the best previous day, which was May 9, with its record of 6,516. Since the first of the year all the vast resources of the Ford Motor Company have been utilized to keep production on a continuously increasing schedule, but orders all along have been far in excess of the output and continue to be, even under the present record-breaking output.

Ford production for the week ending Tuesday, May 22, went to a new high record with a total of 29,417 Cars and Trucks completed for domestic use. It is announced by The Ford News. This is 114 more than the record-breaking production of the week before.

Monday, May 21, was the biggest day of the last week with a production of 6,653 Cars and Trucks, beating the daily record of 6,515 set up on May 9.

Ford's tractor output for the week was 2,996.

The Lincoln division of the Ford Motor Company produced 174 cars during the week ending Tuesday.

The Most Novel Railway in England

The most novel train in England is seen on the East and West Sussex Railway. Two Ford cars placed back to back and coupled together convey passengers between Robertsbridge and Haslemere Junction.

The original wheels of the cars have been replaced by flanged wheels to fit the rails. The spacious windows of these novel railway coaches add to the pleasure of the passengers.

Ford Uses Straw From His Farm to Make Steering Wheels

Out on the Ford farm at Dearborn, Michigan, operated entirely by Fordson Tractor power, some use had to be found for the great loads of straw harvested annually with the grain, and so the Ford Motor Company gives, to doing unusual things, found a use for it.

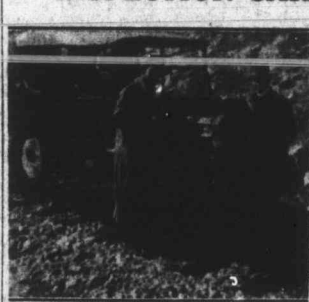
The straw is now used as an ingredient in the manufacture of Fordite, a material of flint-like hardness, developed by the Ford Laboratories.

This material is made into steering wheels and the Fordite plant, begun as something of an experiment about four years ago, now produces an average of 8,500 steering wheels daily.

In addition to these steering wheels, which are the strongest and most durable wheels produced, the Fordite plant turns out a daily average of 9,000 front spring pads, 150,000 commutator insulator buttons, 9,000 magnet contact insulators, 7,500 contact insulators, 8,000 motor starter insulators, 8,000 generator insulators, 8,000 dash terminal blocks, 6,000 battery cable bushings, 19,000 hood block bushings, 20,000 tail light wire bushings, 3,200 battery covers, 4,500 rear panel plugs, and 10,000 cable insulators for metal dashes.

This makes a total of nearly 300,000 automobile parts a day which are made from a by-product of the farm.

G. T. R. USES FORD INSPECTION CAR



Track Ford at Jasper, Alta.

We are indebted to Mr. J. P. Kirkpatrick of the Grand Trunk Pacific Railway at Jasper, Alta., for the accompanying photograph of Ford car which is used by him as a track inspection car. Mr. Kirkpatrick states that it is nothing unusual for him to make two districts in a day, that is from Jasper to Prince George, a distance of two hundred and fifty-three miles. The average speed attained is 25 miles per hour and the gasoline consumption is about 32 miles to the gallon. The usual axle was taken out of the car and a solid axle put in its place. The ball bearings in the front axle were also removed and bushings put in instead.

Mr. Kirkpatrick (who is shown in the picture standing on the right of the car) is the Superintendent of the Grand Trunk, working out of Jasper, and he finds the car very suitable for track inspection work and has given him every satisfaction.

More than 40 railways in Canada and the U. S. are now using motor equipment, with flanged wheels, in branch line service.

GOLD COAST TOUR UNHALTED BY FIVE-HOUR TORNADO

Manager in West Africa Charges Logs in Sedan

Some of the difficulties of travel in the Gold Coast Colony territory in West Africa have to be experienced to be appreciated. Mr. Joe Allen, manager for Bartholomew & Co., of Accra, Ford Dealers for Gold Coast Colony, writes as follows of a recent trip to the stations in that territory:

On one of my recent tours in the Colony to our Ford stations I came through five hours of a tornado to my Ford Sedan. Many trees dropped across the road; one of them was about 2 ft. thick, measuring over 100 feet in length. This I decided to jump with my Ford, and was quite successful. Later had I not had an axe, I would have been stranded in the middle of virgin forests all night.

In one of these particular tours from Accra to Coomassie, I had with me our Engineer-in-Charge, Mr. F. V. Booth, who on several occasions jumped out of the Sedan and said "now we are stranded." In order to get through, I charged through a number of trees and came out on the other side of a huge tree over 3 feet 6 inches in diameter. Our Engineer-in-Charge took his hat off to the Ford and said "My God! I wouldn't have believed it." Today he is one of the most enthusiastic men in our organization and a Real Ford Service Giver.

Whilst on leave in England the latter part of last year, we arranged for him to go through a special course of battery construction and electrical work, and today we are equipped with an Electrical Repairing Outfit and Battery Service Station that has never been attempted in this country before. In fact we can do anything with a battery from beginning to end, and there is no job in the electrical equipment of a Ford Car that we cannot undertake and turn out in a first class manner.

The traveling of 150 miles a day in this country in the terrible heat and the heavy rains, is not one of the best things in life, but I do it very regularly with the aid of my Ford Sedan.

EXPORT TRADE BID OF CANADA HITS THE U. S.

Year	Number	Value
1912	10,261	\$3,295,382
1913	19,967	11,590,280
1920	18,070	12,576,173
1921	9,755	4,592,664
1922	35,294	21,059,874

↑ Not shown. † Inc. in pass. cars.

EMPIRE TARIFF BENEFITS
 The preferential tariff between the component parts of the British Empire has given great impetus to the increase in motor exports. Most of the Canadian made cars go to British possessions. Australia, the largest buyer, bought 10,687 passenger cars and 1,574 trucks in 1922. The United Kingdom was second, then came in order New Zealand, British

Sweden and the Dutch East Indies. As might be logically expected, South Africa, Argentina, India, Ford Motor Company of Canada leads the way in the motor exports of the Dominion.

Free a movement for Veterans in Ford Hospital
 Disabled world war veterans of Michigan have welcomed the offer recently made by the Henry Ford Hospital and already more than fifty are undergoing treatment at the big institution.

DRIVES INTO FOREST, BAGS ELEPHANT



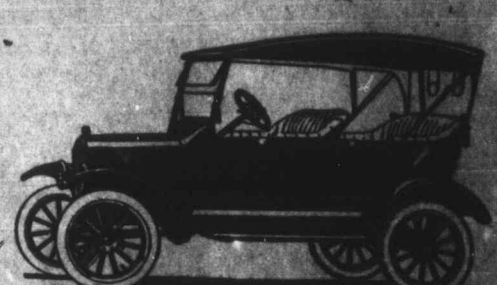
In the Alexandria District Near Port Elizabeth, S. Africa
 Dear Sirs:
 I am sending you this photo to show what the Ford car can do. I drove right into the forest amongst the elephants where I shot one. You'll notice the trunk of an elephant on the running board, and the tail hanging over the door.
 This is my third Ford car. I have had other cars but none can compare with the Ford.
 Yours faithfully,
 R. FOURIE



Build a Garage with the difference between the price of a Ford and that of any other car.

Ford

Model	\$405
Runabout	\$445
Compe	\$665
Sedan	\$765
Chassis	\$345
Truck	\$495



Ten Commandments of Business

- Handle the hardest job first each day. Easy ones are pleasures.
- Do not be afraid of criticism—criticise yourself often.
- Be glad and rejoice in the other fellow's success—study his methods.
- Do not be misled by dislikes. Acid ruins the finest fabrics.
- Be enthusiastic—it is contagious.
- Do not have the notion that success means simply money-making.
- Be fair, and do at least one decent act every day in the year.
- Have confidence in yourself, and make yourself fit.