

Ford News

Published by the Ford Motor Company of Canada, Limited, Ford, Ontario, in the interests of the Agricultural, Industrial and Social Development of Canada.

JUNE 14, 1923

With this issue, the Ford News makes its bow to what is probably the largest circle of readers that has ever greeted any specialized publication in Canada. A word of introduction is therefore in keeping with the occasion.

Hitherto the Ford News has been circulated entirely within the Ford organization. We believe, however, that the time is opportune for that circulation to be extended in order that more people may be brought to the realization of what confidence and unity can accomplish for Canada and the British Empire.

Canada is growing. Everywhere there is evidence of national progress and expansion. Already we stand among the world's largest grain growers and year by year our cultivated areas are extending their boundaries. Despite calamity howlers to the contrary, immigrants are coming into the country, many of them being well equipped financially and in practical experience to open up new farm lands.

Our industrial army is growing steadily and increased production is finding outlets in overseas territories, where Canadian export trade has nearly trebled in dollars within the past ten years.

Canada is indeed striding ahead, and great though her progress has been in the past, still greater things are in store for the Canadian people.

But progress has never been built on diffidence, and Canadian progress must have for its foundation the stout courage of the Canadian people and their unflinching faith in every enterprise to which they set their hand.

In the growing community of Ford, Ontario, today, the air is electric with the activity of the men and machines that are turning out the largest production of automobiles that Canada has ever known.

Hard by, the new \$10,000,000 Ford factory is rapidly nearing completion and when the wheels of production start turning there, Canada can boast the largest automobile plant in the British Empire.

No element of chance or speculation has influenced these enterprises.

Ford production is at its highest peak today because national and export development is calling for more and more Ford cars, Ford trucks and Fordson tractors. The new Ford factory, which will give a capacity double that of the present plant, is built on the certain knowledge that Canada is marching steadily forward and that confidence in the future and unity of effort will enable us to reach our goal.

Let us have greater unity in our efforts to advance our national prosperity. Confidence we have aplenty and our resources are practically unlimited, but these things will not ensure success.

We must have unified effort.

We must recognize that we are all striving toward a common goal and that we must each pack our own share of the burden and march forward shoulder to shoulder with those who are setting the pace.

In publishing these facts concerning the progress and development of the Ford industry we have but one purpose in mind, and that is, to lay before those individuals and organizations who are molding the future of the Dominion, definite information regarding what we are doing in our own sphere to further the common purpose.

If you, as an individual or an organization, find in these pages that which will encourage or inspire you to greater achievements in your own sphere, our end will be well accomplished.

Another Care for the Car Thief

The season of car stealing is on us and, judging by reports, the habit is on the increase. An insurance adjuster stated recently that he had twenty claims to deal with in two days in Toronto. This is not up to the Los Angeles record, where the daily average of cars stolen is between 28 and 30. But then the influence of Hollywood may account in part for the excess depravity in the southern city.

At one time it was the generally accepted belief that cars were usually taken for joy riding, and the thefts were looked on more in the light of boyish pranks than criminal acts on a par almost with robbing orchards, in which practically every boy has had some experience if the opportunity was afforded him. Most of us can recall the fun we had at the game, and even now, so long as the orchard robbed belongs to somebody else, we are inclined to treat it as a joke. Even in robbing orchards, however, there was and is still a fairly clearly defined code: picking apples to be eaten by the gang is one thing, and taking them to sell is another. One is "hooking," which is fun, but the other is stealing. This difference is more or less recognized in court in fixing the penalty when youthful culprits are convicted of stealing fruit.

Too Much Sentiment

When auto thieves are tried there is always an attempt to excuse the acts as the result of boyish spirits, and this plea is very often successful in getting the offender off, especially if the female relatives are present at the trial, and can be induced to weep copiously at the proper moment.

Insurance companies, who, under their policies, have to pay for the results of these exhibitions of youthful spirits, take a different view of these offenses, says A. B. Barker in the *Montreal Times*, and from their experience say that the bulk of car thieves are not taken for joy rides but for profit. The police take the same view, and as they are dealing with cold facts, and not theories, their opinions are entitled to respect. Longer terms of imprisonment are advocated, but the trouble here is that even if a man or boy is sent down for a term of years, the parole board may decide, after the culprit has served a month or two of his sentence, that justice is satisfied, and order his release.

In deciding the penalty, therefore, this must be taken into consideration. Also the reluctance of juries to convict, when conviction means a long prison term for a young lad with a previously good record, must be taken into consideration. For this reason it might be better to treat the offense as a prank of a mischievous boy, and punish it as such by spanking. The jury would hesitate if this was the worst that could happen to the guilty party, and the parole board could not interfere. The boy's standing in the community would be no more affected than if he were left off on suspended sentence. The effect would, of course, be painful for him, but the chief value of the punishment would be in the ridicule of his companions. This would give all the fun out of the game.

There is another course which might produce the desired results. It worked in Italy in the case of the anarchists. For a time the Fascists shot these men, which was a permanent cure so far as they were concerned, but the members of the order were beginning to enjoy the process too much, and of course the killed anarchists were considered heroes and martyrs by their fellows. The heads of the order, seeing the danger, decided on other measures, and these, so far as known, have been most effective. The anarchist is forced to drink a quart of castor oil and allowed to go. The result is not conducive to heroics, and the victim's friends, while possibly sympathetic, are more inclined to laugh than fight.

A similar treatment for men convicted of stealing cars might have an satisfactory results. Certainly if a lad had to swallow a dose of this medicine, the chances are he would be permanently cured of the habit. He would probably be able over after to pass any car without difficulty.

A PROPHECY COME TRUE— FORD BUSINESS IS "EVERYBODY'S BUSINESS"

In the Month of January the Ford Motor Company of Canada, Limited, inserted an advertisement in the public press, which in the light of later events was prophetic. It was entitled "Everybody's Business" and is reproduced here.

Almost immediately on the appearance of this advertisement the flood-gates of commentary opened and it is safe to say that few advertisements in the public press have ever attracted such wide-spread attention and active interest as this one did.

Among the first to voice comment was "Marketing," which reproduced this advertisement and inquired "What other firm could have run such an advertisement? It certainly seems a tribute to sound marketing principles that a concern could gain such control of the demand in its line as to be able to say—without fear of ridicule—that Ford prices are everybody's business."

Recently the Dominion Parliament appointed a Committee to investigate agricultural conditions—a Committee charged with the duty of finding out and reporting upon the costs of farm production.

The inquiry dealt with banking, freight rates and costs of necessities to the farmer.

This Committee, in common with its function of investigating railway rates and ocean rates on grains, etc., investigated the price of the Ford car to the exclusion of every other car. That price was explained to them. Ford cars were regarded as necessary transportation and on this view of it we took no exception to the inquiry.

They did not investigate the price of any luxuries—merely necessities.

A Prophecy Come True. It is Everybody's Business.

CANADA LEADER IN PER CAPITA EXPORT TRADE

The commissioners have undoubtedly accomplished a good work.

FARMING CHIEF INDUSTRY

Reviewing the growth of Canadian export trade Mr. Robb showed the great progress made by comparing the exports of \$25,000,000 in 1890 with the \$225,000,000 for the twelve months ending February 28, 1923. And, it is important to observe, 44 per cent were raw materials, 14 per cent partly manufactured, and 42 per cent manufactured goods. Comparing the exports of the United States, Mr. Robb stated, 29 per cent were raw materials, 11 per cent partly manufactured, and 60 per cent manufactured goods. That is, on the whole, quite encouraging.

It is quite a matter of fact to remark that agriculture will continue to be the chief industry, not only of the western provinces, but of all Canada for time to come. But it is worth noting that Manitoba and British Columbia are forging ahead in the industrial list and making a fine showing.

Federal statistics for 1920 are now available. They indicate that the most important manufacturing province of Canada was Ontario with a production value of \$1,737,645,986, followed by Quebec with a value of \$1,585,574,821. Following in order came British Columbia, \$559,794,969; Manitoba, \$153,020,109; Nova Scotia, \$140,125,096; New Brunswick, \$100,008,506; Alberta, \$94,855,739; Saskatchewan, \$59,723,488; Prince Edward Island, \$6,859,584; and the Yukon, \$189,144.

Looking at industry by cities it may be observed that Winnipeg is one of the big four with production values well above the hundred million mark. The figures are Montreal, \$693,851,783; Toronto with \$653,949,743; Hamilton with \$167,150,671; and Winnipeg, \$123,124,443. Vancouver almost reaches the mark with \$98,889,530. Alberta's leading centre is Calgary with an annual production value of \$37,214,563, closely followed by Edmonton with \$31,589,693. Saskatchewan's capital, Regina, is its first industrial hub with a production value of \$30,590,352, though the city of Moose Jaw falls not far behind with \$18,798,225.

By groups, the status of Canadian industries was as follows, figures having reference to the year's production: 1. Vegetable products, \$228,255,481; pulp and paper, \$225,709,438; a n a s i products, \$153,996,139; textile products, \$129,084,741; wood and paper products, \$115,784,376; iron and steel, \$325,475,097; non-ferrous metals, \$23,847,173; non-metallic minerals, \$14,406,062; chemicals, \$95,183,313; miscellaneous industries, \$95,230,588; and construction, hand trades and repairs, \$119,521,724.

Individuality, the ten leading manufacturing industries of Canada are slaughtering and meat packing with a production value of \$240,544,519; flour and grain mills products, \$228,255,481; pulp and paper, \$225,709,438; lumber, lath and shingle mills, \$99,718,577; foundry and machine shop products, \$140,432,800.

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587; sugar refineries, \$131,772,715; building and construction, \$126,991,068; butter and cheese, \$125,816,656; rolling mills and steel furnaces, \$101,616,104; and automobiles \$191,468,548. These ten industries alone in 1920 had a production value of over a billion and a half.

LIFE INSURANCE RECORDS BROKEN IN CANADA

Three billions of life insurance are in force in Canada—an average of \$333 per citizen. In the last ten years more insurance has been written for Canadians than in all the years before. All previous records were smashed in 1922 by many companies and today Canadians are as well protected for the emergencies and eventualities of life as those of any other nation.

FORDS USED TO HUNT BIG GAME IN AFRICA

Sydney Snow was loud in their praise of the "Faithful Ford," for when their native ones were stricken with a strange malady which practically wiped out the caravan, the Snows sent orders ahead for two Ford cars to be held ready for them at the next point of call. Thanks to the Empire-wide distribution of the Ford car, two Canadian-made Fords were available immediately they arrived and they continued their expedition into the jungle on wheels.

Traverse Thousands of Miles of Veldt and Penetrate Jungle


Pursued Animals Turn and Attack Strange Adversary

If there is something new under the sun in which the Ford car can be used we are anxious to hear about it. We have seen it equipped with sled runners to navigate Canada's snow. Now from the depths of the African jungle come pictures showing the unconquerable Ford carrying H. A. Snow and his expedition safely through almost incredible difficulties, traversing thick jungle paths and pursuing wild animals of the plains till they turn and attack this new and inexplicable adversary.

The expedition to which we are indebted for the wonderful pictures, "Hunting Big Game in Africa," spent two years in the wilds of Africa and succeeded in securing what is perhaps the largest museum collection ever assembled.

Mr. H. A. Snow and his brother results. It worked in Italy in the case of the anarchists. For a time the Fascists shot these men, which was a permanent cure so far as they were concerned, but the members of the order were beginning to enjoy the process too much, and of course the killed anarchists were considered heroes and martyrs by their fellows. The heads of the order, seeing the danger, decided on other measures, and these, so far as known, have been most effective. The anarchist is forced to drink a quart of castor oil and allowed to go. The result is not conducive to heroics, and the victim's friends, while possibly sympathetic, are more inclined to laugh than fight.

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120-	100-	80-	60-	40-	20-	0-	20-	40-	60-	80-	100-	120-	
116% HIGHER than in 1914			83% HIGHER than in 1914		37% HIGHER than in 1914		42% HIGHER than in 1914		114% HIGHER than in 1914				
LIGHT and FUEL			HOUSING AND RENT		FOOD			BUILDING MATERIAL			HOUSE FURNISHINGS AND FURNITURE		
1914 PRICE LEVEL													
While other commodities have gone up 37 to 116% over 1914 prices, the FORD TOURING CAR has dropped 31 1/2% BELOW													

Everybody's Business

The Ford Motor Company has made a genuine attempt to give the public Automobile transportation at a price within the reach of all. It has carried out the ideals of the inventor of the Ford Car, Henry Ford, and has placed the Ford Motor Company in the position of performing a public service to the people of Canada.

It has definitely made Ford products a national institution—being such, the Ford Motor Company believes it is justified in telling the public it serves how the present low price of Ford Cars can be maintained in 1923.

How the Present Low Price of Ford Cars Can Be Maintained in 1923

We are absolutely frank with the public when we say that the present low prices are not justified by present production but only by the production it is hoped will result from them.

The present low prices for Ford Cars are based on maximum production only. To-day's market on steel and other raw material that goes into the manufacture of Ford Cars will not warrant these prices except at peak production.

Ford prices must go up unless they are justified by increased production.

Everybody's Business

The Ford Car is everybody's Car—the Ford business is everybody's business. You and your neighbor, and his neighbor are all vitally affected by the price of Ford Cars.

If you are at all concerned about buying a Ford this year

You Can Set The Price

Fill in the memorandum below and mail direct to the Ford plant at Ford, Ontario.

This merely signifies your intention to buy a Ford Car and obligates you in no manner to buy.

The Ford Company must know how many cars are wanted in 1923 in order to maintain the present prices.

You can help if you act at once.

FORD MOTOR COMPANY OF CANADA, LIMITED, - FORD, ONTARIO

You Can Set the Price of Ford Cars for 1923

Fill in and mail at once to—

The Ford Motor Company of Canada, Limited, Ford, Ontario, Canada. Date _____

The Ford Motor Company has reduced the price of Ford Cars to a point never before conceived to be possible, and that these prices are not justified by the present volume of business, but that they have to bring about a larger volume of business to justify these prices.

While I am not immediately prepared to buy a car, I will want a Ford car as soon as I can get it. I intend to buy a Ford car as soon as I can get it. I intend to buy a Ford car as soon as I can get it.

NAME _____ ADDRESS _____

the difficulty of obtaining film in the tropical African climate.

Films deteriorate if kept too long after being exposed and on the other hand, shows a discouraging tendency to dissolve in the developing process when high temperatures maintain.

These explorers surmounted this difficulty however by fitting out one of their Fords as a laboratory in which they developed their films in the cool of the night.

For sheer breath-taking excitement the invasion of the "Elephant Kingdom" by these explorers would be hard to beat.

Entering a vast extinct volcanic plain they pursue a herd of wild elephant and the herd turns pursuer. The charge and the stampede of these giants is something you will not easily forget.

It is interesting to reflect that the two "Faithful Fords" as Mr. Snow calls them which stood the explorers in such good stead throughout the hardest part of the expedition, were made in Canada and are practically identical to the Ford cars which we see around us in daily use in every part of the Dominion.

Canadian Life Insurance

Three billions of life insurance are in force in Canada—an average of \$333 per citizen.

In the last ten years more insurance has been written for Canadians than in all the years before.

All previous records were smashed in 1922 by many companies and today Canadians are as well protected for the emergencies and eventualities of life as those of any other nation.

Upon all the varied experience of learning to run that Ford car there

is no need to enter. The minister, a wise man, had it taken out to the pasture behind the bluff. What went on there is a story in itself, partly told in a village by certain stragglers who were found peeking through the bushes. They were horrible noises of racing engine, most intricate manoeuvring with wild twisting of the steering wheel.

For a time it looked—when the minister had ventured on the road and there was no escape from the narrow set of his car—like a twenty-foot embankment—as if the car was to have the upper hand. But enough to say that the little minister, to the surprise of the villagers, broke in that coil of a car.

Greatly the wonder grew. To see the minister put a Ford car through its paces was the sight of the village. Old women watched from their doorways, children ran the pasture where she was enjoying the pastime of watching a head erect and eyes intent on the track, passed quickly out of sight. No one with half an eye but remarked the minister's transformation. There was a new spring in his step, a new sense of power. From keeping up the polish on the shiny Ford car, it was a natural step to getting the polish on his shoes. Younger, spryer, more alert, the change was seen by all. There was a freshness too, in his manner. No cobwebs but must be blown out of the brain under the novel experience of going through space at the rate of more than twenty miles an hour. The scattered field requiring much wearing labor in pastoral oversight became strangely small. With ease he did his work, so that the physical effect of lightened labor was commented on by his brethren in the Presbytery in their greeting: "How well you look!"

A change, too, came over the people. A prosperous community today, the luxurious car has long been thought of by these well-to-do farmers as a necessity. It needed something to waken them up to the appreciation of the man who had stood by them in pioneer days and whom they had forgotten in their growing prosperity. With his sagacious support he is where they were twenty years ago. Behind the times, is he? They have kept him there. And as they look across the years of unattended service, some at least saw the quiet uncomplaining man in a new light—no less than a hero. And there came the resolve: He has done well by us; we will do well by him.—Presbyterian Witness.

The Minister's Transformation

BY EDWARD E. ANNAND

It was a Ford car that did it. A long time it was in coming. So slowly the endorsement policy had matured. But at last it arrived. And as, fresh from the factory, shining in the sunlight, it stood in the name yard the minister had to confess he was half afraid. Orden on his long drives he had thought of this hour. And now it had come and not too soon.

Never can he forget the scent of the garden and the music of the lark on that spring morning when he had brought his young bride to the manse, now long ago. Life was young then. For years he had plodded on. But somehow much of the minister had passed out of life under the exacting round of duty. Sadly he had watched the color fade out of the cheek of his young wife. The spirited horse of those days had died long ago and he felt as if already old. And when the day of the cars had come he could not but see the smile on the half-turned face of the gallants of the neighborhood as they swept by the little minister jogging along behind old Kitty. And as though the dust he watched them pass from sight he could not but have his thoughts. Was he not being left behind, becoming out of date? Nobody in words had told him so. But the growing aloofness of the young, the sometimes plying way of the older members of the congregation, said it unmistakably. It is time we were having a younger man on the field. The Ford car came just in time.

Upon all the varied experience of learning to run that Ford car there

FIRST AUTO INTRODUCED IN QUEBEC CLAIM-STAKING AREA

Ville Marie, Que., April 3 (Special)—To Alfonso Talbot, of Ville Marie, goes the credit for having driven the first motor car into Bonyon township, the scene of claim-staking activity in North-western Quebec. With a Ford, equipped with runners on front and with the rear axle narrowed down so as to bring the drive wheels into the width of sleds, and with the little outfit christened, "The Snow Bird," Mr. Talbot motored into the latest Eldorado.



Journeys that would have taken months under the usual conditions of travel were made in a matter of days by means of the two Fords which accomplished far more for these explorers than all of the horses, oxen and camels could possibly do.

They plough merrily along over roads that are made in name only, over rocky plains "paved" with volcanic slag, and even through lakes and rivers without turning a nut.

They were indispensable in handling big game such as lions and buffalo when these had to be carried back to the settlement.

Previous photographic expeditions have been handicapped because of

TRUE TO NATURE

We heard of a gentleman the other day who refused to buy a second-hand Ford car because some one told him there was only sufficient gasoline in the world to last twenty-five years.