

**Greatest Motor Car Exporting Country**

It is predicted that within a decade Canada will be the greatest automobile exporting country in the world. "Several of the world's largest producers of motor vehicles, according to recent reports, are now handling all their export business from the Dominion, while the largest individual manufacturer of motor cars has for some years filled all orders for the British Dominions and possessions from his plant on the Canadian side of the Detroit River." —Wall Street Journal

# Ford News

**Ford Sets New Records in Production**

**DURING** May, Ford Motor Company sold 417 cars daily, a total of 10,000 cars. In January the Company best all previous January records by - 1916 cars In February the Company best all previous February records by - 2018 cars In March the Company best all previous March records by the Ford Motor Company - 2373 cars In April the Company best all previous April records by - 2130 cars In May the Company best all previous May records by - 1873 cars This gives an advance of 10,000 cars for the first five months of 1923 as compared with the statement that the Ford Car is a success.

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## ALL CANADA ADVANCES

### GREAT FORD PLANT SENDS MESSAGE OF "FAITH IN CANADA": \$10,000,000 FACTORY NEARING COMPLETION

**Fifteen Acre Machine Shop Feature of New Plant; Will Double Ford Production; 70,000 Cars Objective of 1923 Sales Drive**

#### CANADA WATCHES FORD

##### Three Courageous Steps Stand Out in 1923 Policy With Sales Drive to Sell 70,000 Cars

Steel for the new mammoth Ford plant is now in position. Within a few weeks the whole work of rearing this gigantic addition to Canada's industries will be completed, increasing production facilities 100 per cent and achieving a stage of development undreamed of in the early history of Ford in Canada.

With production for 1923 established at 70,000 cars, with dealer organization from coast to coast inspired to high enthusiasm by the keynote sounded at headquarters, and with a \$10,000,000 plant development—there is probably no factor in all of industrial Canada more certain to stimulate workers everywhere to greater efforts for the upbuilding of Canada and the tackling of the big jobs, than the Ford policy of lower prices, doubled production and thousands more jobs for those who need them.

**A NOTABLE FORD YEAR**  
The present Ford year has been one of the most spectacular from an industrial standpoint that Canada has ever known. It is an age outside the Ford organization, and with a primary interest in the progress of Canada, that the writer is caught by the vision and courage standing out in bold relief on this three-fold Ford platform of 1923. These three things are:

**The Startling Price Reductions on Ford Cars.**  
**The Construction of a \$10,000,000 Plant.**  
**The Big Drive to Sell 70,000 Cars in 1923.**

**DWARFS PLANTS OF PAST**  
And the greatest of these appears to be the construction of the enormous plant—a colossus that makes pigmies of past and present extensive factories.

This new building in its construction has given employment to thousands of Canadian people. It has made factory wheels turn in many cities.

But its supreme value lies in the message it delivers to all the people in all the provinces in three simple words: "Faith in Canada." The bigness of the thing is overwhelming. You stand at one corner of a cranesway where the work is so far advanced that the steel girders are ready for glazing, and the magnificent sweep of arched steel in the cranesway alone calls exclamations of wonder to your lips.

You walk to the other end of the cranesway and discover that it isn't the end at all—the workmen are bolting still more uprights into place, there are still more concrete foundations waiting for uprights—and the cranesway looks about half a mile long already.

But the cranesway itself is only one small section of the building. Besides it the fifteen acre machine shop stretches out and out, a never-ending network of steel.

The trusses are of various lengths spanning from 32 to 65 feet apiece

and over 1200 of these are used. End to end they would stretch a distance of over ten miles. The weight of the steel trusses and columns built within the framework, but these too are lost in proportion. Several railroad tracks have been laid down to bring in supplies, and trains of box-cars are comfortably housed on the floor of the machine shop, but even this doesn't seem remarkable. A few trams more or less makes little difference under a five-acre roof.

**WOULD HOUSE A CITY**  
Offices, storehouses and workshops for the construction gangs have been built within the framework, but these too are lost in proportion. Several railroad tracks have been laid down to bring in supplies, and trains of box-cars are comfortably housed on the floor of the machine shop, but even this doesn't seem remarkable. A few trams more or less makes little difference under a five-acre roof.

Eleven thousand Ford cars could be parked on the floor of this machine shop, and if each carried five passengers the total would be 55,000 people—as many as the population of Halifax or Edmonton.

Over here a gang is pouring cement into enormous vat-like molds, forming the great five-foot pillars for the aqueduct. Each tile weighs 5,100 pounds and more than a thousand of them will be required.

Mountains of supplies are crisscrossed where—miles and miles of piping and wire and cables—thousands and thousands of glass concrete roof tiles—acres and acres of glass—forests of lumber—reservoirs of cement—vatfuls of paint—trainloads of brick—millions of rivets—shiploads of steel—and still they come and keep on coming till you begin to wonder whether \$10,000,000 will be enough to pay for all this.

The glass alone—six acres of it—would be enough to roof in a small truck farm.

**SIX ACRES OF GLASS**  
In a few months' time these arches will reverberate to the roar of four thousand machines and the new army of workers that will be called into service when production reaches its peak will raise the total of the Ford personnel to within a few thousand of the population of London, Ontario.

What faith, what courage there is in this great undertaking—faith in the future of Canada and the British Empire; courage to back that faith with a ten million dollar investment.

In twenty short years the Ford Motor Company of Canada has grown from a little wagon shop on the banks of the Detroit River to the greatest automobile plant in the British Empire, and all Canada and the Empire is the better and the richer for it.

In wages alone, the Company now pays out \$8,000,000 annually to 4,000 employees, and each year spends many millions more in Canada for taxes, material, transportation and for the produce of other companies making products used in Ford construction.

What this great expansion of 1911 have accomplished for Canada in another twenty years we can only speculate. This building is great as a building. But it is greater as a symbol

#### WHY THE FORD NEWS CIRCULATION IS BEING EXTENDED

Heretofore the Ford News has been circulated only within the Ford organization. The Ford Motor Company of Canada, however, believes that the time is opportune to increase that circulation in order that Canadians may be brought to the realization of what confidence and unity can do for Canada. Read the Editorial on Page 2.

#### Ford Dealer's Entry is Sensation of National Speed Classic

Detroit, June 1.—One of the sensations of the 500 mile race on Memorial Day at Indianapolis was provided by the Ford "Special" entered by the Barber-Warlock Co., Ford dealers of Indianapolis. This car is described as being "75% Ford" the other 25% consisting of the special Frontenac equipment from which the sobriquet "Fronty Ford" is derived. Piloted by Driver L. L. Corum, the Fronty Ford maintained an average speed of 80.2 miles an hour throughout the entire race and finished in fifth place. Only one other pilot drove through the entire race without having a relay driver to relieve him.

**EXPORT TRADE**  
Canada has won a steller position in the export of motor cars and motor trucks to foreign lands. During 1922 the Dominion came through to the point of crowding the U. S., exporting 37,958 motor vehicles or almost half as many as our competitor across the border.

**CANADA LEADER IN PER CAPITA EXPORT TRADE**  
Leads U.S. and Britain Overseas Commissioners and Commercial Agents Show Good Results

The Minister of Trade and Commerce, Hon. J. A. Robb, shortly after his return from the Orient took occasion to point out that Canada is second on the list of exporting countries, says Canadian Finance, the per capita exports being \$100.63, for the fiscal year 1922. New Zealand was first with \$154.54 per capita exports; the figure for the United Kingdom being \$69.86, and for the United States \$33.95 per head of population. Mr. Robb also pointed out that Canada has 23 trade commissioners and five commercial agents in various parts of the world seeking for trade opportunities. This country has not consuls in the strict meaning of the term, but

**Speaking of Natural Resources CANADA HAS**  
90% of the world's cobalt  
88% of the world's asbestos  
82% of the world's nickel  
32% of the world's pulpwood  
20% of the world's lumber  
20% of the world's cured fish  
18% of the world's oats  
15% of the world's potatoes  
12% of the world's silver  
11% of the world's wheat  
11% of the world's barley  
4% of the world's gold  
4% of the world's copper

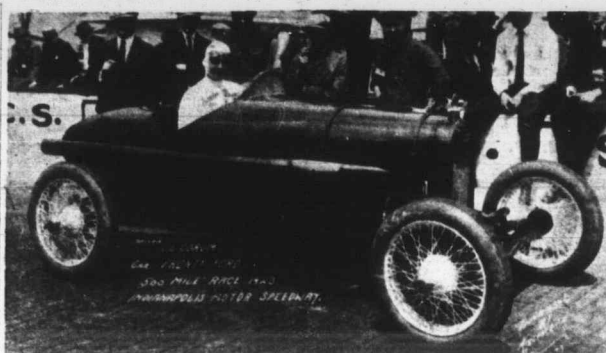
**FROM SLUMP TO RECORD**  
In 1921 the export demand for cars slumped both in Canada and the United States, but the advance in 1922 is clearly shown in the table herewith:

	U. S. A.	Canada
1918	50,334	10,361
1919	52,730	22,949
1920	171,644	23,012
1921	38,430	13,716
1922	78,235	37,958

**GREATER THINGS AHEAD**  
The establishment of the Ford Motor Company of Canada, and other motor manufacturing companies, will see this gain in export trade promises to become one of the most important items of Canada's entire trade. Today it reaches toward the \$25,000,000 mark.

A comparison of the United States and Canadian export of passenger cars and trucks is given in the following table:

**EXPORT TRADE**  
HITS THE U. S.  
In 1922 Dominion Sold Almost Half as Many Almost as Uncle Sam



### FORD "SPECIAL" FINISHES FIFTH IN 1923 INDIANAPOLIS RACES

80.2 M.P.H. Average Speed. Only One Other Pilot Drove Through Whole Race Without Relay Driver.

### EXPORT TRADE BID OF CANADA HITS THE U. S.

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**WHO SETS THE RESALE VALUE?**  
BY LANSING TOMES, ASSOCIATE EDITOR, USED CAR JOURNAL, DETROIT, MICH.  
(Reprinted from the Used Car Journal) Most everyone uses "Resale Value" as a sales argument, but do you really know what Resale Value is? How it is determined? Who sets it and why it fluctuates?

### NATURAL PRODUCTS YIELD FOR 1922 GREATEST IN COUNTRY'S HISTORY, PUTS BILLION AND HALF IN COFFERS

#### ADDITIONAL COPIES OF FORD NEWS FREE ON REQUEST

Additional copies of the Ford News may be obtained free on application to the Ford Motor Company of Canada, Limited, Ford, Ontario, or any Ford Branch, Ford Dealer or Ford Service Station will be glad to procure additional copies for you.

#### WHO SETS THE RESALE VALUE?

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(Reprinted from the Used Car Journal) Most everyone uses "Resale Value" as a sales argument, but do you really know what Resale Value is? How it is determined? Who sets it and why it fluctuates?

Resale value is the criterion of the medium priced automobile, by it is indicated the approval or disapproval of the only real authorities on automobiles, the public.

The public set the resale value of every automobile, not any manufacturer or group of dealers, but the mass of owners set the price they will pay for two-year-old Ford touring car, or for a three-year-old Chevrolet.

This price, and it will not vary \$25.00 except in the case of a particular individual indicates the value that is or that make of car has actually given to its mass of owners.

And that is the secret of Resale Value? You know, that as far as specifications are concerned, there is little difference between automobiles of the same class.

They have practically the same amount of iron, same tires, starters, wheelbase, horsepower, gear ratio, etc.

But the fact remains that the public will pay more for a 1919 Ford touring than a 1919 Chevrolet touring even though the Chevrolet cost more when new.

And the reason they will pay more for one used automobile than another is that the mass of owners have found that one particular make of car delivers more value per dollar than other makes of cars.

Resale Value will fluctuate with the seasons and the demand, but the ratio of resale value on one car as compared to another will stay throughout the year. The only variation in this will be when one car improves or deteriorates, then this ratio will change.

Used cars take a big depreciation the first year. This is because the first depreciation is in good part made up of manufacturers' and dealers' profits. After the first year the depreciation follows more near-

#### Record Grain Crop Reaches 400,000,000 Bushels, With Wheat at High Level in Acreage Return

#### MINERALS STRIKE A NEW PEAK

**Unemployment Practically Unknown, With Capital and Industry Down to Basis of Sane, Steady Progress—In Many respects, Dominion's Banner Year**

Canada has just closed its books for 1922, and it is estimated by the specialists in statistics that the actual value of the country's crop, mineral, fishing and forest production for the year reached the enormous total of \$1,516,273,200.

This first total to be taken from the books shows a large increase over 1921 and places the past year as the best since 1920, which was a boom year with prices at the peak.

Just as an indication of how successfully the producers have put their efforts into greater production, it is shown that the Dominion produced its record crop in 1922 with approximately 400,000,000 of grain or 100,000,000 bushels more than in 1921.

**THE COUNTRY'S RECORD WHEAT YEAR**  
The wheat crop of Canada alone was 6,000,000 bushels greater than the previous high record, which was made in 1915.

Mineral production reached its highest point, and Northern Ontario alone passed the greatest yearly records ever made in California or Alaska. Practically all natural resources passed previous records, and today more capital for the development of resources is coming into the country than at any time in its history.

To give the cold figures of our estimated production in dollars at once affords every man interested in Canadian business an opportunity to confront the pessimist with the hard, clear, facts that go to show this young northern stalwart among nations as a country capable of buckling to in times of depression and putting over the greatest production in the country's history.

	1921	1922
Grains	\$931,863,670	\$962,616,200
Fisheries	34,930,735	42,000,000
Mineral	172,000,000	183,000,000
Wool	2,976,000	3,250,000
Forest	296,000,000	316,000,000
Fur	10,151,594	9,250,000
Fruit	496,272	535,000
	\$1,448,744,851	\$1,516,273,200

Note—Dairy and livestock totals, omitted above, are also expected to be materially higher.

**A YEAR OF REAL DEFLATION**  
The position of the country is regarded by economists everywhere as having improved slowly to the point of sound business.

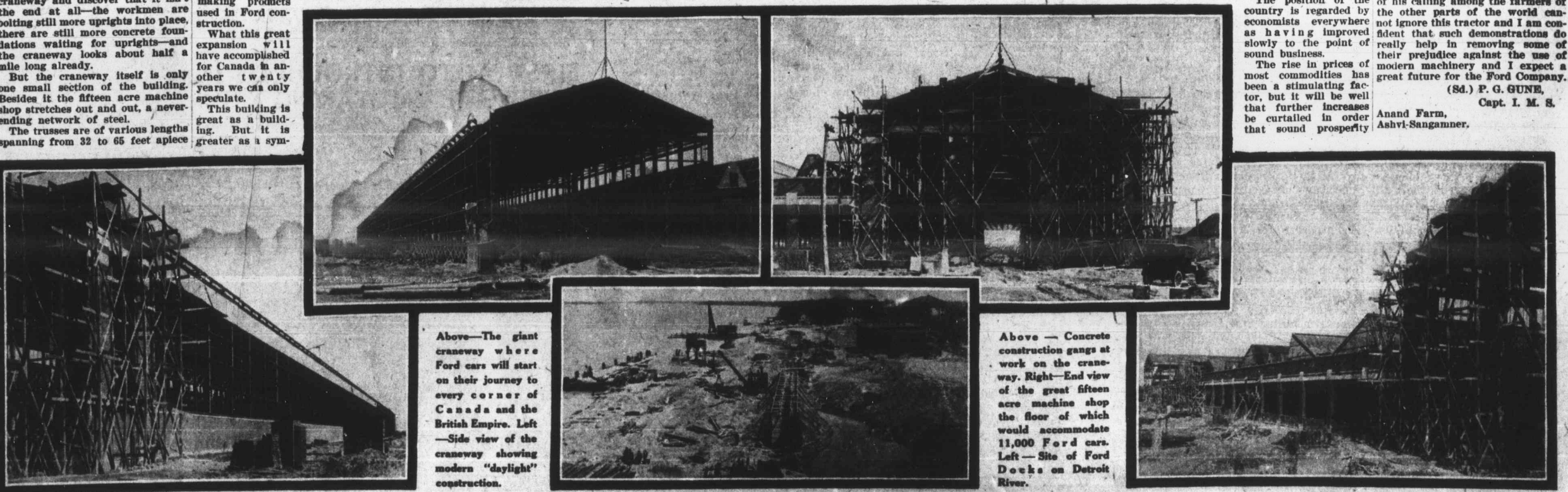
The rise in prices of most commodities has been a stimulating factor, but it will be well that further increases be curtailed in order that sound prosperity

**SOUNDEST YEAR SINCE 1914**  
In a word, more money has come to Canada during 1922 than in any year since 1920. The capable observers do not look for a return of the "wild" prosperity of war years. But they look upon 1922 as the soundest business year since 1914, a period during which the country got down to work, to the man, to rebuild business foundations and to build the country up sane and steady co-operation.

Everywhere, on the farm, in manufacturing, in retail business, in finance, the word to "Advance" has been given, with an admonition by the same buying on a utility basis, as characterized 1922, and made of it one of Canada's most memorable years.

**DEMONSTRATION OF FORDSON WORK DELIGHTS HINDUS**  
"As a rule Indian Farmers have some prejudice against the use of labor saving machinery on the farm, but such demonstrations as have been conducted by Mr. Brown, of the Ford Company, on my farm with a Fordson Tractor help in some way to dispel some of their doubts about the utility of modern implements," says Captain P. G. GUNE, of Ashvi-Sangammer. This was clearly shown by the remarks to which the crowd gave vent when they observed what was being done by this little tractor. The rapidity and the fine quality of work turned out by the Fordson is really marvelous, while the all round usefulness is another point in its favor. The Indian farmer if he really wants to raise the status of his calling among the farmers of the other parts of the world cannot ignore this tractor and I am confident that such demonstrations do really help in removing some of their prejudice against the use of modern machinery and I expect a great future for the Ford Company. (Sd.) P. G. GUNE, Capt. I. M. S. Anand Farm, Ashvi-Sangammer.

### The Steel Work is Completed on the New \$10,000,000 Ford Factory



Above—The giant cranesway where Ford cars will start on their journey to every corner of Canada and the British Empire. Left—Side view of the cranesway showing modern "daylight" construction.

Above—Concrete construction gangs at work on the cranesway. Right—End view of the great fifteen acre machine shop the floor of which would accommodate 11,000 Ford cars. Left—Site of Ford Docks on Detroit River.