

The Canadian Ford Company has Spent Over a Million Dollars on New Equipment Since the Beginning of War

To increase the efficiency and the capacity of the Ford Canadian plant and its service stations—to produce even a better car at a lower cost of manufacture, thus to sell at a lower price, the Ford Canadian executives have put over a million dollars into new equipment since August, 1914.

That this expenditure has been made since war began indicates most emphatically the unquestionable belief of the Canadian Ford Company in the present and future prosperity of Canada and the triumph of the Empire. In fact the Ford Canadian executives are so firmly convinced of this that they are governing the entire policy of a great ten million dollar Canadian Company in accordance with this belief.

Since the beginning of war they have spent approximately a million and three-quarters in new buildings, twice reduced the price of the car by \$60 (\$120 in all) and reduced the price of spare parts \$147 per car—all in addition to this million dollars worth of new equipment.

But, in turn, it has been this new equipment that has been responsible in great part for these reductions in prices. Marvelous new labor saving machinery installed in the recently enlarged two-acre machine shop has effected big savings in cost of manufacture.

For instance three drill presses that formerly were used to turn out 600 parts a day, now have been supplanted by three punch presses that turn out 3000 parts a day, and there is absolutely no sacrifice in quality of work.

At a cost of \$40,000 three truly wonderful milling machines were installed that mill 48 Ford engine cylinders at once with perfect accuracy.

Perhaps the most wonderful of all are the new gear cutting machines that are a source of amazement to those acquainted with gear cutting methods in vogue several years ago. Then there were only two or three shops on the continent where gear cutting could be done at all and it was a slow and most exacting process. But in the Ford Canadian plant there are no less than 46 wonderful automatic gear cutting machines that turn out gears cut absolutely perfect in one-twentieth the time without the touch of human hands except for putting in the blank and taking out the finished gear.

When the machine has finished the work it notifies the operator by ringing a bell. One man can operate two or three of these machines, a fact which gives some indication of the great saving in labor that this new equipment has made possible and which also plays a very important part in reducing the manufacturing cost and the selling price of Ford cars.

Again, think of the great saving in labor, as well as time, effected by the remarkable Ford drilling machine that bores 45 holes in a cylinder casting in four directions at a single turn.

Do not assume from this, however, that the number of employees has been decreased. On the contrary, the Ford staff has been increased by 900 men since war began. Furthermore when the present Ford schedule of wages went into effect in April 1915, the wages of these employees were increased \$50,000 a month.

If it were not for the exceedingly substantial economies made possible by this new equipment, it can be readily understood that the price of the Ford car, built as it is today of the finest materials procurable, would be very much higher.

No firm that did not have the immense quantity production of the Canadian Ford plant could possibly afford to install such equipment as this and consequently could not sell a car as good as the Ford at anywhere near the Ford prices.

In addition to the equipment told of above new engines were installed in the power plant at Ford, Ontario—650 horse power gas engines especially designed by Ford Engineers.

Also the four new Ford Branch buildings at Montreal, Toronto, London and Winnipeg, each of them as large as many automobile factories, had to be furnished with machinery and appliances. Each one of these branches is so thoroughly equipped as to be able to build a Ford car complete. Each one forms a still further perfection in the already unrivalled Ford Service to Ford owners.

And the fact cannot be overlooked that a policy that dictated the expenditure of such a great sum of cold cash as this during the progress of the war must have been prompted by a very practical and sincere belief in Canada's prosperity—in her future and in her people.

Ford Motor Company of Canada, Limited Ford, Ontario

Ford Runabout - - \$480
Ford Touring - - - 530
Ford Coupelet - - - 730
Ford Sedan - - - 890
Ford Town Car - - 780
f. o. b. Ford, Ontario



All cars completely equipped, including electric headlights. Equipment does not include speedometer.