

EXTENDS FORD FLEET USER'S PRIVILEGES

Travelling Salesmen's Cars Now Included in Service Discount Plan

For many years, Ford fleet owners throughout the Dominion have enjoyed the privilege of a special discount of 25 per cent. on all genuine Ford parts purchased for the upkeep of their vehicles.

This discount privilege has been extended to all fleet owners operating five or more Ford cars or trucks or Fordson tractors.

A recent announcement from the Head Office of the Ford Motor Company of Canada, Ltd., affecting the classification of cars which may be included in making up fleets in order to be eligible for the discount is in part as follows:

"We have decided to include in the cars going to make up the necessary total for a fleet user, those purchased by firms for resale to their travelling men on a monthly payment basis. We will also include those firms whose travellers purchased cars direct from themselves but who secured an allowance from their firms covering their operation—providing, however, that the firm in every case pays for the upkeep and operation of the cars."

Full details of the Ford parts discount plan to fleet owners may be obtained from any Ford dealer or service station and Ford owners who operate several cars or trucks should ascertain how they may take advantage of this privilege.

Ford Work Car Proves Most Efficient Outfit Ever Used By W. E. & L. S. Railway



This work car was manufactured by the Windsor, Essex & Lake Shore Railway at Kingsville. They have had this machine in use for several months and find it to be the best of its type they have ever operated.

One of its chief points of value lies in the fact that the front wheels are not in any way fixed, as far as steering is concerned, so that, notwithstanding the weight of the car, they can be turned by using a small detaching block.

The Windsor, Essex and Lake Shore are very enthusiastic about this machine. It can be turned on any dirt-road on its own power and run back on the rails again. It is also capable of hauling a trailer loaded with steel rails or other paraphernalia.

TOURIST MAILS TIP TO GALLANT FORD SERVICE MAN

A motorist came driving down the dusty road into the bustling little town of Thamesville, Ontario, and springing a new and bright looking service station, remembered that he needed gas and pulled up to the pump.

The story is continued from the columns of the Thamesville Herald:

Motorist is Pleased with Local Service

The following letter received by Messrs. Jas. MacMillan & Sons, local Ford dealers, speaks for itself. The courteous person referred to is Mr. Aron Willis, employed by MacMillan & Sons, Ford Dealers, Thamesville, one of the town's most obliging citizens. The letter follows:

Detroit, Mich., June 8, 1923. Jas. MacMillan & Sons, Thamesville, Ont.

Dear Sirs: While driving through your village yesterday I was forced to stop for a supply of Gas and Oil at your service station just opened up and I want to say it was a real service station. The best service and the most courteous service man I have ever been my privilege to meet.

I furnished gas, oil, water and had a fresh, cool pitcher of water there which he handed to my wife and daughter.

This is the first time I ever stopped at a place where they looked after the ladies and they have asked that the auto has brought to them thousands of patrons where formerly the field was limited to hundreds.

The effect of the auto on farm life in general can be tested by looking around the streets of county towns or smaller towns on a Saturday night. Formerly the farmer folks came in in the morning with produce—and left as soon as they could sell out. Today there is no such haste, for a greater distance can be covered in less time—and the horses are not taken away from farm work. A revolution, the effect of which has not really been appreciated, is the natural follow-up of the increased ownership on the farm.

Many a farm wife will testify that it has meant the disappearance of monotony, since in pre-auto days it set away morn'g harnessing up an already tired horse, with a limited radius. Now it is just a case of starting the family car, with a triple radius of possibility.

A man like him should be appreciated by the travelling public. Good wishes for your success, I remain, C. A. CAMPBELL, Elira, Ohio.

Railroad To Be Wholesaler And Truck Line Retailer In The Transportation System

By ELISHA LEE Vice-President Pennsylvania Railroad

Few present day developments in transportation surpass in importance the rapidly growing use of motor vehicles as common carriers, particularly in the freight service.

Public discussion of the subject, however, often goes astray in dealing with the motor truck exclusively as a rival or competitor of the railroads. The inference seems to be that it can live only on profits taken away from the rail lines, and that its future importance to the country must be judged from that aspect.

Personally, I do not subscribe to these views. The importance and value of commercial motor transport to the country as a whole will not lie in menacing or injuring the railroads, but in the extent to which it is capable of aiding them to greater usefulness by assisting in the improvement of their indispensable public service and in the solution of their problems of operation and earnings.

Railroads Are "Wholesalers."

The railroads are evolving into wholesale transportation machines. They are becoming more and more adapted to the handling of goods and commodities in bulk—to the movement of full carloads and long trains.

This development is a natural response to the needs of a country having such enormous quantities of freight to transport over such vast distances. The railroads still do a great deal of purely retail business. Some of it perhaps pays its way, but much of it unquestionably entails a loss, either directly or by reason of the bulk traffic which it crowds out.

This is particularly true of less than carload freight. In the immediate vicinity of all our highly developed industrial and commercial communities, an immense amount of such traffic originates. A large portion of it moves only a few miles, but in its handling we are obliged to employ the most costly and overworked facilities which the railroads own, viz. their yards and terminals in the great centers of industry and population.

As every one knows, the increasing expense of constructing, maintaining and operating such terminal facilities has become one of the greatest problems of railroad financing, while nearly every period of railroad congestion has had its principal cause in terminal overcrowding.

Truck's Opportunity

Here is a real opportunity for the motor truck to demonstrate its utility upon a true economic basis. The reason why less than carload traffic is becoming a growing burden upon the railroads is that we are obliged to use in it terminal facilities and rolling stock which are too expensive for the purpose, and which of necessity must be primarily planned and adapted to the handling of bulk traffic, mostly moving over the long hauls.

Therefore, I believe it to be at least probable that in many instances the short haul less-than-carload freight traffic could be turned over bodily to motor trucks, with resulting advantage to the railroads and their patrons, and with reasonable profits to the truck owners. That outcome, if realized, would assuredly be beneficial to the country in general.

Will Co-operate in Future

It is possible to imagine an extension of the same idea by which long distance, as well as short distance, less-than-carload freight can also be handled, with increased efficiency over present methods, through a plan of combined truck and railroad service.

This would involve detachable bodies on freight-carrying trucks. The bodies would be so constructed as to be used as containers for less-than-carload freight, and when loaded would be placed upon suitable equipped railroads cars for the intermediate journey between the rail terminals; the service at each end, and from the rail terminals, including "store-doing" collection and delivery, being performed by the trucks.

Service of this character is emerging from the purely theoretical stage, and many competent authorities believe that it has a great and promising future. Its advantage lies in using both the trucks and the railroads for the portions of the through service which they are best fitted to perform. The railroads can do the long distance hauling between terminals better than the trucks, and the trucks can do the work between shippers or consignees and terminal better than the railroads.

Intra-City Trucking

I wish to add a word of caution. It is not just or reasonable to permit motor trucks to take the cream of the less-than-carload freight and leave the skimmed milk for the railroads. If the trucks are to handle that traffic at all, in a given area, they should take it in its entirety so that the railroads may discontinue altogether their organizations and arrangements for taking care of that form of freight service, when it can be done by trucks more advantageously and more satisfactorily to the public. This entire matter is now being studied by railroad managements. The outlook is promising, but there are some practical difficulties which must be overcome before acceptable results can be hoped for from putting the plan into actual operation on any general scale.

There is one point on which my own mind is clear. The shipment of freight from one station to another, within the same terminal

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CROSSES CONTINENT IN FORD IN 14 DAYS

5,000 Mile Trip Through Mountain Snow and Prairie Mud and Sand Without Trouble of Any Kind

Hamilton, Ont.—Five thousand miles from Vancouver to Hamilton in a Ford touring car without trouble of any kind is the record of Robert Dunn, of Bartonville.

The trip took just fourteen days and included the hardest kind of going—snow in the mountains, sand and mud across the plains.

"Many persons told us we would be unable to make the trip," said Mr. Dunn. "Only one other car has been through the mountains, this year, and it was a Ford also. In some places there were twelve feet of snow along the trail. When we struck the sand on the prairie we passed a number of heavier cars that were waiting for teams to pull them out."

Mr. Dunn believes his trip sets a new record in long-distance travel. His average run was more than four hundred miles a day. Both car and tires are in first-class condition and he expressed a willingness to start on a return journey to-morrow.

Autos Reduce The Farm Migration

Easy to Get to Town Now; Just a Case of Starting the Family Car

What is the future of the county fair in Ontario? With the Canadian National Exhibition growing in area, in prize list and in attendance, with the Western Fair constantly attracting from a wider area, it would seem that the result must necessarily be a lessening of interest in the county fairs, says the St. Thomas Times-Journal.

All indications are to the contrary, however, and a good deal of credit for this may be given to the auto. During the past week at the annual Hamilton Conference of the Methodist church, the auto was attacked by one layman as being responsible for the lessening of attendance at rural churches and for taking money which should be going into the church treasury.

This is a view that few farmers or those interested in farm life, will agree with. The farm telephone, the coming of labor-saving devices and the low priced auto are three of the greatest factors in checking this admittedly large migration from the farm.

The auto has a considerable share in keeping up the attendance and interest in the county fairs. Previously the distance from which it could draw people and exhibits was the radius which a horse-drawn vehicle could cover, plus the attendance from larger centres by cheap excursion trains over the railways. Today the railroads are running fewer excursion rates by no means as proportionately low as in the old days. But the radius has greatly increased, thanks to the farm truck and the farm auto. Tillsonburg fair found last year the greatest in its history. London is adding a large new building and a number of smaller ones. Norwich found itself up against the problem of parking autos—and purchased adjoining property and, by means of arbitration, closed an intervening street. Burford had already met the

problem by considerable extension of land. Directors of county and district fairs can proceed with extensions with the knowledge that the auto has brought to them thousands of patrons where formerly the field was limited to hundreds.

The effect of the auto on farm life in general can be tested by looking around the streets of county towns or smaller towns on a Saturday night. Formerly the farmer folks came in in the morning with produce—and left as soon as they could sell out. Today there is no such haste, for a greater distance can be covered in less time—and the horses are not taken away from farm work. A revolution, the effect of which has not really been appreciated, is the natural follow-up of the increased ownership on the farm.

Many a farm wife will testify that it has meant the disappearance of monotony, since in pre-auto days it set away morn'g harnessing up an already tired horse, with a limited radius. Now it is just a case of starting the family car, with a triple radius of possibility.

A man like him should be appreciated by the travelling public. Good wishes for your success, I remain, C. A. CAMPBELL, Elira, Ohio.

P.S.—I was on my way home from Buffalo, Niagara Falls, Hamilton and London by way of Detroit. A two day trip of Canada, and enjoyed the hospitality of Canada, and enjoyed the hospitality of Canada.

Of course, courteous service is not the exception in Ford service stations, rather, it is the rule but it is gratifying to see the thoughtfulness and courteous acknowledgement for courtesy receives back where it is most appreciated.

Courtesy is among the greatest builders of goodwill and is the least expensive of all. It is just as indispensable to good business as it is to good breeding.

Sales Branch in South Africa

(Continued from Page One)

The departure of Messrs. C. R. Holmes and A. Stockelbach, Ford representatives who recently sailed from Southampton on board the "Edinburgh Castle" bound for Capetown, South Africa.

At Capetown, temporary headquarters will be established while the Ford representatives pursue a comprehensive survey throughout South Africa in the course of which they will visit every Ford Dealer and personally investigate business conditions and territorial conditions affecting the sale of Ford products there.

This preliminary survey will precede the establishing of the Ford Motor Co.'s sales branch in South Africa which will be under the management of Mr. A. Stockelbach.

One of the interesting projects to be considered by the Home Office representatives will be the advisability of the new sales branch carrying local branch stocks of cars and parts to supplement dealers' stocks and as a further guarantee of prompt delivery and reliable service throughout this territory.

This is the first step in the development of greater markets for Ford products in overseas territories and may result in the establishing of a Ford assembly plant in South Africa to serve that and adjacent territory.

When the preliminary work in South Africa is well under way Messrs. Holmes and Stockelbach and their staff will extend their operations to other African territories as present served direct from the factory at Ford, Ont., such as Kenya Colony, Uganda and Tanganyika, and the islands of Zanzibar, Madagascar, Mauritius and Reunion.

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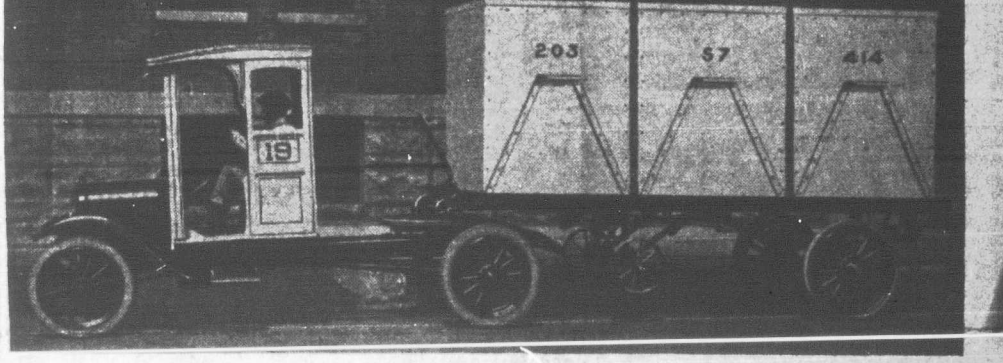
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FORD SEMI-TRAILER OUTFIT WITH DETACHABLE BOXES

FORD RAMBLES ALONG TRACKS

Auto Car 600 Arrives Via Crow's Nest; Will Be Used for Inspection

A new style of motor car reached Nelson, B. C. the other morning over the Canadian Pacific railway by way of the Crow's Nest. It is the first of its kind ever seen in the city. The car is Auto-Car No. 600 of the Canadian Pacific railway and is at present housed in the roundhouse on the flat.

A Ford touring car minus the steering apparatus, reinforced with a heavy steel frame and equipped with 28-inch flanged wheels, the same as used on box cars, is the new arrival, which was brought from Sirdar by Master Mechanic M. Brown. The car which was converted at the company's shops at Ogden, Alta., is capable of a high speed and the trip from Proctor was made in less than an hour.

It will be kept in this district for a week and will be used for inspection purposes along the line. The bridges, rails and other materials will be inspected from the car.

In coming to the city yesterday the car came under the usual flags at rear and front.

AUSTRALIAN MAIL ROUTE FORD NEARS 90,000 MILE RECORD

Ford Car Claimed Boon in Australian Development

Remarkable performances of various kinds have been credited to Ford cars, and among these has been the enormous mileage, covered under all conditions of roads and country. It explains not so much the tremendous number of these cars on the roads as their remarkable reliability and durability. It is that that has made them so popular.

An instance of long service is where a Ford car, purchased in February, 1918, has been running continuously ever since. During the first 12 months it was in hire service, covering a distance roughly estimated to be between 15,000 and 20,000 miles. It then was placed on the Berrigan (N. S. W.)-Cobrain (Vic.) mail route, where it has been running for four years, rarely missing a day. Loaded with passengers and mails, it was run to schedule time, averaging, with extra trips, 14,000 miles a year, making the aggregate distance covered nearly 90,000 miles.

Overloaded, hard-driven, it has withstood the strain, an object lesson of the genius and conception of Mr. Henry Ford. Modern engineering has achieved a triumph in providing, at so low a cost, a machine which is proving such a boon in the development of Australia—Australian, Melbourne.



"Getwuntoo"—Another Delightful Book for the Kiddies Issued by Ford

Every kiddie delights in stories and no story is more enjoyed than that which deals with the wonderful and impossible adventures of our never-falling friend, the ordinary Bunny Rabbit.

And never did Bunny have such adventures as are told in picture and rhyme in the new children's story book, "The Land of Getwuntoo," issued by the Ford Motor Co. of Canada.

This delightful book is splendidly illustrated in full color and is in a series of children's books, prepared by the Ford Motor Co. of Canada. The first book of the series, a collection of rhymes under the title "Happy Moments," was accorded such an overwhelming welcome that four editions were printed and distributed within a few months of its first appearance.

This book achieved such popularity that it was used in special exercises in several schools in western cities.

It was followed by "Ford in Wonderland," the second book in the series, and this too ran into several editions within a very short time. Nearly half-a-million of the two books have already been distributed. Those who made the acquaintance of these previous books will undoubtedly make it a point to procure a copy of the latest issue, "The Land of Getwuntoo," inside pages of which are illustrated above. Ask any Ford dealer.

AUSTRALIA IS GOOD CUSTOMER FOR CANADIAN MADE FORDS

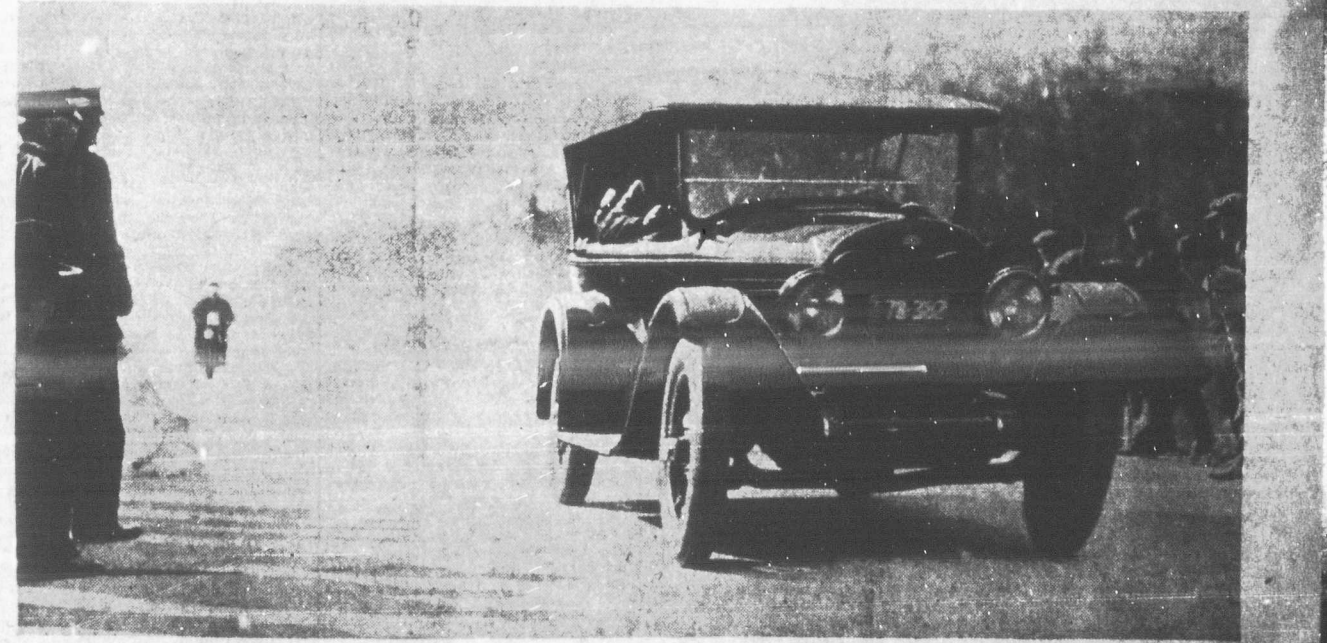
Windsor, June 8.—Streets in the town of Sandwich were a paradise for speedsters up until a week ago, when the town council purchased a specially geared Ford car for the use of the police department.

Since the new car was put into service two sessions of the town court have been held and those two sessions have been productive of enough revenue from fines levied on motorists to pay for the auto, police officials announced to-day.

Ford Offers \$50,000 for the Lincoln Relics

Mr. Ford has offered to pay \$50,000 for the Oldroyd Lincoln Memorial collection, consisting of over 3,000 articles pertaining to the martyred President, which has been on display for several years in the house in which Abraham Lincoln died.

LINCOLN CAR WINS POLICE SPEED TESTS



THE FINISH—LINCOLN OUTDISTANCING MOTORCYCLES

Packard twin-six was one second behind the Cadillac at a speed of 72 miles an hour, with Paige and Peerless fourth and fifth.

In the half-mile acceleration contest from a standing start, Lincoln also snatched the victory, crossing the line in 28.2 seconds at a speed of 70 miles, the Packard and Cadillac tying for second place with records of 31.5.

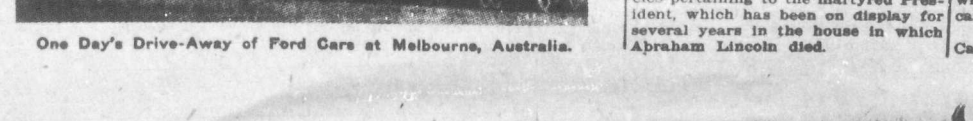
A crowd of several hundred persons, including men prominent in the automotive industry witnessed the events, reports the Detroit News.

SALES IN 120 DAYS TOP HALF MILLION

More than 500,000 Ford cars and trucks have been sold in 120 days. From January 1 to May 1 sales of Ford cars and trucks in the United States reached the enormous total of 541,544, nearly twice the number sold at retail during the same period of a year ago when the total was 282,742.

April set a new sales record for the month, just as has every month this year, and was the thirteenth consecutive month in which sales have run over the 100,000 mark.

Sales during April totalled 145,553 Ford cars and trucks, 50,000 more than were delivered in the same month last year when 115,553 retail deliveries were made.



One Day's Drive-Away of Ford Cars at Melbourne, Australia.