



The Wagon Shop That Became the Largest Automobile Factory in the British Empire

Back in 1903, the town of Walkerville, Ontario, was possessed of a concern called the Walkerville Wagon Company.

If, on some day when business was not rushing, the general manager, Gordon M. McGregor, wished to take a little stroll, he could walk around his shop in about 2 minutes by the factory clock.

Nobody would have believed at that time that this shop would, in a few years, develop into the largest plant of its kind in the Empire having a floor area of over 435,000 square feet and making 3 times as many cars as any other automobile factory in the British Empire. But so it has come to pass.

Through the efforts of Mr. McGregor and his Canadian associates, this wagon shop has been turned into the great Ford plant at Ford City, Ont.

The factory today is one of the industrial show places of Canada.

Here are the highest paid automobile mechanics in the Empire who put their best into the building of a car that has won its way into the confidence of the Canadian public.

Here are hundreds of machines designed by Ford engineers, which are marvels of the industrial world.

Many of them would do the work of an ordinary sized automobile company in a week or so, but because of the demand for Ford cars they are kept busy the year round.

Here a new Canadian Ford car is born every three and one-half minutes.

Here workmen are busily engaged in making additions so that the production of cars may keep pace with the demand. There never has been a time since war began when gangs of men were not at work expanding the plant, literally building for the future.

Look in at the power plant and you will see two monster 650 horsepower gas engines. What a contrast to the early days when this story power was derived from the hind wheel of a Model "C" car!

In the immense heat treatment plant, Vanadium steel, the most expensive and best of steels, is heat-treated the Ford way. Here each steel part is especially prepared for the stress and strain it will have to withstand in the completed car.

The machine shop contains many wonderful sights for the visitor. There are long rows of very expensive gear cutting machines. And there is the great machine that mills 48 cylinders at one time! And another that drills 48 holes at once in a cylinder casting from sides, top and bottom. Marvellous speed and equally marvellous accuracy!

Then there is the handsome office building in which close to 200 workers are employed. In all there are over 30,000 people dependent on the Canadian Ford Plant for their support.

In this plant the Ford car is constructed practically in its entirety—even the steel, as mentioned above, is refined here.

Furthermore, and here is a record rarely found in other large Canadian factories, all but \$16.88 worth of the material used in the making of the Canadian Ford is bought right here in Canada. Few products can lay claim to being so strictly "Made in Canada" as the Ford car.

Consider what this means to Canadian industry when it includes such immense purchases as 25,000 tons of steel, 1,500 tons of brass, etc.,

120,000 wheels, 200,000 lamps, and other materials in proportion. Practically the entire output of several large Canadian factories employing hundreds of workmen is taken by the Ford Plant at Ford City, Ont.

But great as this influence is for the increased prosperity of the Empire, it does not stop there. All over the Empire are Ford Dealers who are important factors in increasing the wealth and prosperity of their communities.

The spirit of faith in the future that has prompted the Ford Canadian Company to proceed with a policy of full-speed ahead in times that have seemed to many to require the use of extraordinary caution and conservatism, is a happy, progressive, enthusiastic spirit that is radiated in every city or town of any size in the whole Dominion and in the Empire over the seas through the Ford Dealer whom you will find there.

Besides this there are the nine branches in Canada and one in Melbourne, Australia, four of which have been rebuilt since war began at a cost of over \$1,000,000, that are powerful supports to these dealers in being elements of first importance in adding to the wealth and progress of the nation.

But, phenomenal as the development of the Ford Plant has been, its great success was not attained without its share of great difficulties.

The first three years of its existence were somewhat precarious. The first car was not shipped from the factory until six months after the company was organized. Nowadays, 20,000 cars would have been shipped in that time.

The first main building was a two and a half story brick structure and the entire plant occupied about one acre of ground. The machinery consisted of one solitary drill press.

But from 1910 on the business increased so fast that it was difficult for the plant capacity to keep pace with the sales and additional buildings and equipment were constantly being constructed and installed.

In 1911 the output was 2,400 cars, in 1912, 6,500 cars were built, and so on up to this year's estimated production of 40,000 cars.

The executives of the Canadian Ford Company make no consideration of the war. They are so thoroughly Canadian in their ideals that they take the prosperity of Canada and the triumph of Britain and her allies as accomplished facts.

No stops have been made in their plans for progress—not the slightest hesitation has been evidenced in developing this great Canadian Plant to its highest degree of efficiency on account of the war.

As evidence of this \$552,000 has been spent on new buildings at Ford City—a million dollars has been spent on new equipment—over a million dollars was expended on branches in four Canadian cities—and 900 men have been added to the payroll—all this in a belligerent country during the progress of the greatest war the world has ever seen.

In addition, the price of the Ford car has been reduced \$120 since that memorable August 1, 1914.

So then, this is the story of the wagon shop that became the great Canadian Ford Plant. An industry that is proud to say that it builds its product from Canadian material, with Canadian workmen and that backs its Canadian patriotism with its hard cash.

Ford Motor Company of Canada, Limited, Ford, Ont.

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.