

# Ford News

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## The Ford Weekly Purchase Plan in Canada

The Ford Weekly Purchase Plan, created as the final link in Mr. Ford's original plan of building "a car for the multitude," and making it possible for almost anybody to own a Ford car, truck or tractor, regardless of how small his or her income may be, was inaugurated in the United States early in April and many thousands of participants have been enrolled.

It is regarded as the most momentous and important step ever undertaken in the merchandising of motor cars and, in view of the success which greeted its introduction across the border, where it is anticipated that some 20,000,000 persons will buy their Ford in this manner, the plan is about to be inaugurated in Canada.

Under the terms of this plan, the average wage-earner can purchase a Ford car, truck or tractor, by making an initial payment as small as five (\$5.00). Arrangements are being made for the buyer to make payments weekly with some responsible financial agency until he has accumulated a sum sufficient to purchase a Ford car, truck or tractor, or sufficient to equal the amount of first payment on Dealer's regular deferred payment plan. He then secures delivery of his car.

The plan makes it easily possible for anybody to own a Ford car, truck or tractor, regardless of size of their income, simply by systematic budgeting of their salary.

It provides a splendid opportunity for the wage-earner to establish himself with a bank and to build up a standing with the bank which will be very valuable to him in the future.

It establishes a close contact between the purchaser and the Ford Dealer, because payments can be made through the Dealer, who in this way becomes well acquainted with the purchaser and can advise him fully on every detail of his purchase.

In addition to paving the way to motor-car ownership the Ford Weekly Purchase Plan will also promote the habit of thrift among many of the wage-earners of this country who, through availing themselves of this opportunity to purchase a car will be brought to a realization of the great value of systematic saving and will continue their bank accounts permanently.

The plan, in effect, is for those people who when approached to purchase a Ford product, say: "I can't afford it." The plan is a reply in effect: "Purchase it upon your own terms."

## WATCH FOR THE ANNOUNCEMENT OF THE CANADIAN PLAN

### The Motorist and the Motor Truck

When the motor truck looms ahead on the road and fails to make way at the first hint of our horn, we are inclined, some of us, to cast a few muttered expressions and demand to know why these things should obstruct the traffic on the public highway and tear up the roadway with their massive solid-tired wheels.

While it is true that much of the damage done to our roads is due to the excessive weight of these trucks, it is equally true to condemn all trucks for the injury done by a few.

The great majority of the motor trucks in use in Canada today are small, light trucks of one-ton capacity and these with their load actually weigh less than some of the large automobiles with their load of seven passengers, against which no complaint is ever heard.

We should remember, too, that these trucks play a very prominent part in preparing the roads for our pleasure. Hundreds of miles of roads laid down through the Dominion during the past few years have been made possible because of these motor trucks. The truck hauls cement, stone and gravel and all kinds of material to keep the workmen busy and does it a great deal more economically and much faster than would be possible with horses.

Days are saved in constructing the road, and many dollars in taxes are cut from your bill, all due to the motor truck.

Every motor truck on the road saves money for us. It cuts down the cost of building, eliminates expensive delays, reduces the loss in wastage of perishable produce and so operates to reduce the cost of living to us.

### Canada Confident of the Future

Canada is endeavoring to regain her after-the-war stride in the midst of many difficulties,—debt, deflation and depression being some of them.

Quick remedies and academic theories beat her path on every side. Some suggest that our debt worries can best be eased by going further into debt. Others preach blue ruin, decry their own country and indulge in mischievous propaganda generally, while still others look for a new social order or some miraculous sign to indicate a better coming day—all this in apparent forgetfulness of the fact that just as there was no royal road to win the war, there is now no royal road to pay for it or regain our former buoyancy, vigor and confidence.

Some are leaving Canada hoping to escape taxation, only to find there is no escape anywhere. In seeking for easy remedies too many of us overlook the fact that the greatest remedy is honest, hard work faithfully and intelligently performed, accompanied by old-fashioned thrift.

Look back over the path Canada has trod. The French Colonists, cut off from civilization by 3,000 miles of sea, faced a continent—a wilderness—without the aid of even a blazed trail. They had to fight savages, frosts, scurvy, loneliness and starvation.

The United Empire Loyalists subdued an unbroken forest in one generation, growing their first wheat amid the stumps and smokes of the new clearing.

The Selkirk settlers came to Manitoba when the prairie was a buffalo pasture, and grew wheat where none had grown before and where those who knew the country best at that time said wheat never would grow. To-day the Canadian prairies grow the finest wheat in the world.

In proportion to population Canada stands to-day among the wealthiest nations in the world, with average savings on deposit per family of \$800. Canada's foreign trade per head of population stands amongst the highest of the commercial nations, being \$192 per capita in 1922-23, as compared with \$135 in 1913-14, the "peak" year before the war.

In Canada, although prices in the world markets fell below war level, our farmers reaped last autumn the largest grain crop in Canadian history, and Canada became the world's largest exporter of wheat, thus in large measure making up for lower prices.

Last year, Great Britain, after an agitation extending over thirty years, removed the embargo on Canadian cattle, and a probable and practically unlimited trade is opening up for Canadian farmers and feeders.

"The 20th Century belongs to Canada"—if Canadians keep themselves employed by the Dominion Department of Agriculture.

## MOTOR VEHICLES RAISING SUBURBAN LAND VALUES

### Migration to Suburbs May Mean Lower City Population in Future

Good roads advocates always have maintained that improved highways inevitably enhance real estate values. The tax assessor has sustained this view and it has been one of the strongest arguments for highway expenditures.

Evidence accumulates that this contention has been well founded and that the enhancement of real estate values will increase rather than decline. The motor vehicle is likely to change entirely the complexion of American urban life and city planning, says Automotive Industries.

The latest convert to this point of view is Roger Babson. There are those who profess not to regard Babson very highly as an economist and statistician, but even they admit that he is a mighty shrewd observer and that his forecasts of general trends are right more often than they are wrong. Babson regards the effect of the automobile upon city life and real estate values as of sufficient importance to warrant a special letter to his clients in which he says:

**Replacing Suburban Trains**  
"The automobile is bound to affect seriously the business of bankers and merchants who cater to the well-to-do trade. Before the advent of the automobile these people could come into the city conveniently as they could go anywhere else to bank and to shop. They used the suburban trains, as other people do, and in many cases lived directly in the city within walking distance of the shopping center. The automobile has completely changed these conditions. Most well-to-do families, and at least their children, have moved from the city into the suburbs. What formerly were the best city homes are becoming boarding houses or are being torn down so that the property may be used for business purposes. Few beautiful homes for the wealthy are being built in the cities. People who can afford it have moved or are moving into the suburbs. Many of our cities, unless they extend their city limits, will have a smaller population ten years from today than they have today. This will greatly affect real estate values. Real estate in these cities may decline while real estate in the suburbs will double and triple in price.

**Business Branches in Suburbs**  
"Bankers, bond-dealers and merchants entering to the more exclusive trade will be most adversely affected. Not only have their customers already moved from the city, but they have given up the use of the suburban trains and now depend wholly upon automobiles. When there were comparatively few automobiles this made no difference. These people still drove in to their bond dealers, bankers, safe deposit boxes, tailors, jewelers and specialty shops, leaving their automobiles outside the door while they transacted their business. Today, however, with the great congestion of cars in most cities. It is practically impossible in most cities. Delays at cross streets, the various regulations regarding one-way streets, lack of parking facilities, etc., take away the joy of using an automobile for city shopping.

**City Rents May Drop**  
"This means that these banks, bond houses and stock exchange firms and retail shops will eventually lose the exclusive trade upon which they have so much depended, unless they open offices in the suburbs. Wealthy people will not revert to the suburban trains, nor be content to play hide and seek with a chauffeur around the block. Stores will continue to have the trade of people who cannot afford to have cars, including the trade of clerks and of transients; but the exclusive trade they will lose. Rents on many of our most exclusive city streets will be less ten years from today than they are today. The automobile will greatly increase suburban values but will depress city values, especially on streets where automobiles cannot stop. Considering the fact that such locations are now often the most expensive and desirable, the effect of such a revolutionary development may be very startling.

**Retired people will not much longer go to the congested centers to conduct their business, they will again take up these securities, and carry them to their safe deposit boxes. They will insist on doing business in one of the suburbs where they can park their cars and take their time. They will have their safe deposit boxes in these suburban districts, and also do a good part of their shopping there."**

## LONDONERS HAVE THRILLING VOYAGE IN GIDLEYFORD

### The Gidleyford is a Motorboat in Which all Parts Excepting Hull and Propeller are Standard Ford Equipment.

The story of the trip made by Mr. J. D. Racors, head of the Middlesex Motors, Ltd., London, Ont. and E. H. Nelles in their Gidleyford motor boat from Penetang to Red Bay, just north of Oliphant, reads like fiction, but those who participated in it vouch for the truth of the statements which have been made. Let's tell the story in their own words:

"We left Penetang, near Midland, on Saturday morning, crossed Notawa, Angus Bay and Georgian Bay and headed for Cabot's Head. We were 10 hours on the water and that boat, it's engine with a regular Ford engine; you know, never halted or stopped for one single moment. We didn't stop, but just kept going along at a steady pace, with the engine perfectly cool.

"Georgian Bay was crossed in a fog. It looked just like a blizzard across the face of the sun. And cold! When you people down here were sweating last Saturday we were up there on the bay and it was cold. We were, at times, covered with frost.

"There was an Indian skipper with us. He certainly was a real character and during the 20-mile trip he told us some queer tales. It seems that he is a Cree and that his name is 'Thunder Cloud,' a son of the great Chief Thunder Cloud. In the Red Rebellion his father and the family were captured, and the young Thunder Cloud was brought to this part of the country, where he was educated. He has a captain's papers and knows every square foot of water in the bay, a place where it is fairly treacherous.

**Leave Penetang**  
"We left Penetang at 10 o'clock on Saturday morning and reached Cabot's Head at 8:30 p. m. that day. The weather got rough and stormy so we stayed tight for the night. It was still cold and we slept in the boat, which has a top and protects the occupants. The storm over at 3:30 on Sunday morning we left, and were at Tobermory about 7 o'clock. There we got gasoline and left at 10 o'clock by way of Cove Islands and down the west shore of the peninsula to Red Bay, which is just north of Oliphant.

"From Red Bay we were motored to London. The Gidleyford is being kept at Red Bay for cruising around the Islands. We made 15 miles an hour with the boat and got 15 miles on a gallon of gasoline. The oil consumption was extremely low and the boat is a most seaworthy."

**At the stern of the Gidleyford the Londoners towed a small boat which is a necessity around that district for making landings. The Gidleyford, something new to this district, is becoming popular. The fact is making deliveries now of about 75 of these boats, which are noted for their quality, beauty and performance.**

## STARTS MOTORING AT AGE OF 84

### Lure of the Auto Claims Ontario Pioneer. Regrets He Did Not Buy A Car Many Years Ago

Smith Falls, Ont.: Kind friends had him stop are too late but he said "I can take it or leave it alone," might be remarked of James Brennan, pioneer resident of Merrickville, Ont. who at the age of 84 has purchased a Ford car. Many friends with misguided, good intentions tried to dissuade him, telling him that the delights of the modern speedy auto were not for veterans such as he, but Mr. Brennan followed his own inclinations, bought a Ford touring car and learned to drive it and has enjoyed it so much already that his only regret is that he did not buy a car many years ago.

**And Here's Another One**  
Regina, Sask.: A report from Swift Current states that Mr. Josiah McIntosh, a farmer in his eighty-fourth year has just purchased his first car—a Ford touring. It would be interesting to know whether these gentlemen have established a record in driving at their age.



## Escape from the city's heat

HEAD your Ford in any direction. There are hundreds of 'cooling spots' where you can forget the sultry heat of the day.

The Ford makes the whole summer vacation time—a wonderful vacation that brings health to the whole family.

If you don't know all about the easy terms on which a Ford can be bought, phone a Ford dealer—to-night.

# Ford

FORD MOTOR COMPANY OF CANADA, LIMITED, FORD, ONTARIO

## SASKATCHEWAN FARMERS NETTED ONE HUNDRED MILLIONS PROFIT LAST YEAR: OFFICIAL REPORT

### Millions Paid in Tax Arrears—Present Outlook as Promising as Any in History

There has been a lot of unwise and quite uncalled for "blue rule" talk and included in by some Western Members of Parliament and other Western men during the past few months, says the editor of a Saskatchewan paper. Such talk, instead of being constructive and helpful in bringing about reform and improvement, is almost wholly destructive and hurtful, and makes betterment the more difficult of attainment.

Western Canada has suffered from a number of hard years and adverse conditions. But this is true of the whole world. Furthermore, it is inevitable following the gigantic orgy of destruction in which all civilized nations engaged during 1914-1918, and the inflation which took place during those fearful war years. Anybody who anticipated anything else was a fool who gave no heed to all the lessons of history.

This Western country, and other countries the world over, have had series of bad years from time immemorial, and such periods are always more severely felt in a new and only partly developed country than in those where conditions are more settled and therefore more stable. But this is no cause for pessimism and downright discouragement.

**Better and Better**  
There is a good deal to be said for the theory of Emile Coue. It is no new theory; in fact it is as old as the world. Let one man begin to talk pessimism to his neighbor, and let his neighbor repeat it to a third, and the third to a fourth, and so on, and it will not be long before by their lack of faith and confidence they produce the very conditions which before only existed in their imagination. Lacking confidence themselves, they inculcate others, and with lack of confidence they adopt methods which soon operate to clog the wheels of industry and progress.

Reversely, let men adopt the view and act upon it, that "day by day in every way things are getting better and better" and they will get better. After all, what has the West to be blue about? Saskatchewan is the chief grain producing section of Canada. It produces one-half of all the wheat grown in Canada, and last season Saskatchewan raised the second largest wheat crop in its history, as well as an enormous quantity of other grains. According to a careful and conservative estimate by an official of the Saskatchewan Government who is in the best possible position to judge, the proceeds of the sale of the agricultural crops of Saskatchewan last year netted a profit to the farmers of one hundred million dollars.

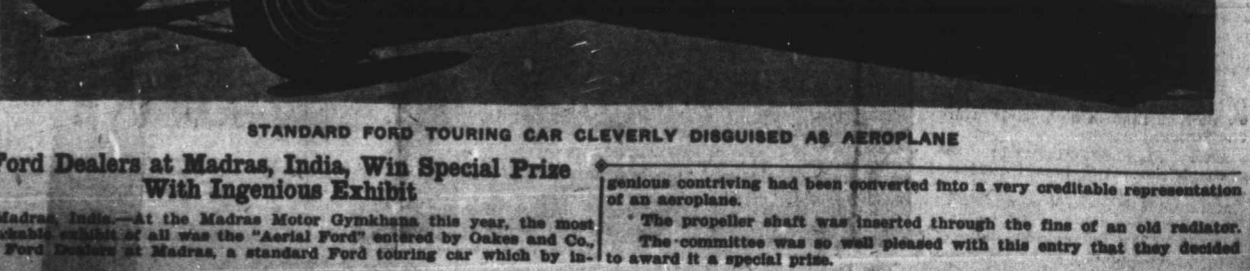
**Money Will Circulate**  
Granted that the position of Western farmers is not all that it should be and that people would like it to be, the fact remains, nevertheless, that their position is a whole lot better today than a year ago. Saskatchewan's one hundred millions over the cost of agricultural production has gone to the liquidation of debts incurred in equipping the farms of the province and overcoming a few lean years. The money is not going to lie idle; it will find its way back for further productive enterprise. It will all get into circulation.

Millions of dollars have been paid to municipalities in payment of arrears of taxes with the result that Western municipal organizations are now in a position to function as they were not able to do in several preceding years. These millions of dollars were paid by the people as

individuals to themselves as a corporate body. They will themselves reap the benefit. The price of farm implements has come down, farm labor is not so expensive and, with a return to more active immigration, further reductions. The railways are again becoming active with more extensive branch line construction programmes than for many years past, and, born of the experiences of the past few years, really constructive and earnest efforts are being put forth to overcome the difficulties and solve the problems which adversely affect Western agriculture.

**Pessimism is Absurd**  
Why be downhearted, discouraged, blue? Contrast the position of the resident of Western Canada, with life and property secure, and enjoying the widest possible measure of individual liberty, with the people of most countries in Europe today? Taxes heavy? Yes, but not as heavy as in other lands. Pessimistic talk in Western Canada when its most populous province boasts of more rural telephones per head of population than any other country in the world, where education is free and available to all, where the standard of health and living is high, where unemployment is decreasing more rapidly than in most countries, and where opportunity knocks at the door! Such talk is both wicked and absurd—wicked because dishonest; absurd because it has no foundation upon which to rest.

## "AERIAL FORD" TAKES SPECIAL PRIZE AT MOTOR GYMKHANA



STANDARD FORD TOURING CAR CLEVERLY DISGUISED AS AEROPLANE

Ford Dealers at Madras, India, Win Special Prize With Ingenious Exhibit

Madras, India.—At the Madras Motor Gymkhana this year, the most ingenious contriving had been converted into a very creditable representation of an aeroplane. The propeller shaft was inserted through the fins of an old radiator. The committee was so well pleased with this entry that they decided to award it a special prize.