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March 17, 1916.

FARM AND DAIRY.

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Toronto Branch
Area 133,000 sq. ft. Cost \$328,000



Winnipeg Branch
Area 123,000 sq. ft. Cost \$250,000



Montreal Branch
Area 124,000 sq. ft. Cost \$333,000



London, Ont. Branch
Area 49,872 sq. ft. Cost \$161,000

One Million Seven Hundred and Twenty-four Thousand Dollars for New Buildings in Canada Since War Began WHY?

Is Canada prosperous?

Are we justified in having the courage and confidence to put on full speed ahead in our business activities?

The experience of the Canadian Ford Company since that never-to-be-forgotten Aug. 1, 1914, indicates that courage and confidence should be away above par, that we are fully justified in casting aside anxiety and putting our full energy into an aggressive and progressive business policy.

It was some time before the outbreak of war that the Ford Canadian Company decided on an extremely broad policy of expansion.

If the demand for Ford cars should increase in the way that it had every indication of doing, then new buildings would have to be started at once to enable the company to meet this demand.

When war came the Ford Canadian executives saw no reason to change their plans—their confidence in Canada's prosperity never wavered.

So work was begun on a new building at Ford City costing \$452,000. This is used as an addition to the office building and to the main factory building. It adds 130,000 square feet of floor space to the Ford Plant bringing the total up to more than 9 acres.

Then followed a new machine shop costing \$90,000. The power plant was also enlarged at a cost of \$110,000.

In four leading Canadian cities, handsome new buildings were erected as branch assembly plants, sales and service stations. Each one is as large as many automobile factories. All are of similar construction, being modern fire-proof buildings of brick and reinforced concrete interiors are finished and fitted in accordance with the very best modern practice.

One of the branch buildings is located at Montreal, 119-129 Laurier Ave., East. It is a four story building containing 124,000 square feet of floor space and costing \$333,000. Over 100 people are employed here.

The Ford branch at Toronto, 478-482 Dupont St., is a five-story

building containing 132,000 square feet of floor space. The number of employees is about 160.

The third new branch building is at London, Ontario at 680-690 Waterloo Street. It is a three story structure having 49,872 square feet of floor space and was erected at a cost of \$161,000.

The immensely increasing demand for Ford cars in Western Canada made it necessary to build a fourth new branch at Winnipeg. This is a handsome five story building located at the corner of Portage Avenue and Wall Street. A quarter of a million dollars was put into its construction. The total cost of these new buildings erected by the Ford Canadian Company since war began is \$1,724,000. Additional to this are thousands of dollars spent to equip these buildings.

Why has this been done?

First, to provide Ford owners with greater service facilities. Each of these branches is so completely equipped with parts and machinery as to be able to build a Ford car complete. Also they act as a base for the hundreds of Ford dealers in their part of the country, each of whose place of business is a well equipped Ford service station, in giving more rapid and more efficient service to Ford owners.

The second reason for this great amount of development work is to be found in the attitude of the Ford Canadian executives. If these men had followed the policy of many Canadian manufacturers they, with seeming good judgment, might have held up these plans for such enormously expensive construction work.

But such was not their attitude. They were convinced that progress and prosperity were assured in Canada.

This decision was of vast benefit to Canadian industries, Canadian merchants and Canadian workmen in such a critical time as this. Practically all the material for these buildings was purchased in Canada. Canadian workmen were employed in their construction. And after the construction work was over, the whole community benefited from the enthusiastic, successful, wealth producing and distributing activities of these big establishments.

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

Ford Runabout	-\$480
Ford Touring	- 530
Ford Coupelet	- 730
Ford Sedan	- 890
Ford Town Car	- 780
E. & B. Ford, Ontario	



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