

**Greatest Motor Car Exporting Country**

It is predicted that within a decade Canada will be the greatest automobile exporting country in the world. "Several of the world's largest producers of motor vehicles, according to recent reports, are now handling all their export business from the Dominion, while the largest individual manufacturer of motor cars has for some years filled all orders for the British Dominions and possessions from his plant on the Canadian side of the Detroit River." —Wall Street Journal

# Ford News

**Ford Sets New Records in Production**

**DURING** May, Ford Motor Company sold 417 cars daily, a total of 10,000 cars. In January the Company best all previous January records by - 1916 cars In February the Company best all previous February records by - 2018 cars In March the Company best all previous March records by the Ford Motor Company - 2373 cars In April the Company best all previous April records by - 2130 cars In May the Company best all previous May records by - 1873 cars This gives an advance of 10,000 cars for the first five months of 1923 as compared with the statement that the Ford Car is a success.

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## ALL CANADA ADVANCES

### GREAT FORD PLANT SENDS MESSAGE OF "FAITH IN CANADA": \$10,000,000 FACTORY NEARING COMPLETION

**Fifteen Acre Machine Shop Feature of New Plant; Will Double Ford Production; 70,000 Cars Objective of 1923 Sales Drive**

#### CANADA WATCHES FORD

##### Three Courageous Steps Stand Out in 1923 Policy With Sales Drive to Sell 70,000 Cars

Steel for the new mammoth Ford plant is now in position. Within a few weeks the whole work of rearing this gigantic addition to Canada's industries will be completed, increasing production facilities 100 per cent and achieving a stage of development undreamed of in the early history of Ford in Canada.

With production for 1923 established at 70,000 cars, with dealer organization from coast to coast inspired to high enthusiasm by the keynote sounded at headquarters, and with a \$10,000,000 plant development—there is probably no factor in all of industrial Canada more certain to stimulate workers everywhere to greater efforts for the upbuilding of Canada and the tackling of the big jobs, than the Ford policy of lower prices, doubled production and thousands more jobs for those who need them.

**A NOTABLE FORD YEAR**  
The present Ford year has been one of the most spectacular from an industrial standpoint that Canada has ever known. It is an age outside the Ford organization, and with a primary interest in the progress of Canada, that the writer is caught by the vision and courage standing out in bold relief on this three-fold Ford platform of 1923. These three things are:

**The Startling Price Reductions on Ford Cars.**  
**The Construction of a \$10,000,000 Plant.**  
**The Big Drive to Sell 70,000 Cars in 1923.**

##### DWARFS PLANTS OF PAST

And the greatest of these appears to be the construction of the enormous plant—a colossus that makes pigmies of past and present extensive factories.

This new building in its construction has given employment to thousands of Canadian people. It has made factory wheels turn in many cities.

But its supreme value lies in the message it delivers to all the people in all the provinces in three simple words: "Faith in Canada."

The bigness of the thing is overwhelming. You stand at one corner of a cranesway where the work is so far advanced that the steel girders are ready for glazing, and the magnificent sweep of arched steel in the cranesway alone calls exclamations of wonder to your lips.

You walk to the other end of the cranesway and discover that it isn't the end at all—the workmen are bolting still more uprights into place, there are still more concrete foundations waiting for uprights—and the cranesway looks about half a mile long already.

But the cranesway itself is only one small section of the building. Besides it the fifteen acre machine shop stretches out and out, a never-ending network of steel.

The trusses are of various lengths spanning from 32 to 65 feet apiece

and over 1200 of these are used. End to end they would stretch a distance of over ten miles. The weight of the steel trusses and columns built within the framework, but these too are lost in proportion. Several railroad tracks have been laid down to bring in supplies, and trains of box-cars are comfortably housed on the floor of the machine shop, but even this doesn't seem remarkable. A few trams more or less makes little difference under a five-acre roof.

**WOULD HOUSE A CITY**  
Offices, storehouses and workshops for the construction gangs have been built within the framework, but these too are lost in proportion. Several railroad tracks have been laid down to bring in supplies, and trains of box-cars are comfortably housed on the floor of the machine shop, but even this doesn't seem remarkable. A few trams more or less makes little difference under a five-acre roof.

Eleven thousand Ford cars could be parked on the floor of this machine shop, and if each carried five passengers the total would be 55,000 people—as many as the population of Halifax or Edmonton.

Over here a gang is pouring cement into enormous vat-like molds, forming the great five-foot pillars for the aqueduct. Each tile weighs 5,100 pounds and more than a thousand of them will be required.

Mountains of supplies are crisscrossed where—miles and miles of piping and wire and cables—thousands and thousands of glass concrete roof tiles—acres and acres of glass—forests of lumber—reservoirs of cement—vats of paint—trainsloads of brick—millions of rivets—shiploads of steel—and still they come and keep on coming till you begin to wonder whether \$10,000,000 will be enough to pay for all this.

The glass alone—six acres of it—would be enough to roof in a small truck farm.

**SIX ACRES OF GLASS**  
In a few months' time these arches will reverberate to the roar of four thousand machines and the new army of workers that will be called into service when production reaches its peak will raise the total of the Ford personnel to within a few thousand of the population of London, Ontario.

What faith, what courage there is in this great undertaking—faith in the future of Canada and the British Empire; courage to back that faith with a ten million dollar investment.

In twenty short years the Ford Motor Company of Canada has grown from a little wagon shop on the banks of the Detroit River to the greatest automobile plant in the British Empire, and all Canada and the Empire is the better and the richer for it.

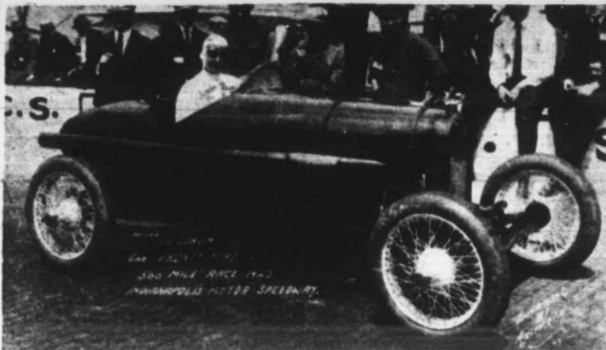
In wages alone, the Company now pays out \$8,000,000 annually to 4,000 employees, and each year spends many millions more in Canada for taxes, material, transportation and for the produce of other companies making products used in Ford construction.

What this great expansion of 1911 have accomplished for Canada in another twenty years we can only speculate.

This building is great as a building. But it is greater as a symbol

#### WHY THE FORD NEWS CIRCULATION IS BEING EXTENDED

Heretofore the Ford News has been circulated only within the Ford organization. The Ford Motor Company of Canada, however, believes that the time is opportune to increase that circulation in order that Canadians may be brought to the realization of what confidence and unity can do for Canada. Read the Editorial on Page 2.



### FORD "SPECIAL" FINISHES FIFTH IN 1923 INDIANAPOLIS RACES

**80.2 M.P.H. Average Speed. Only One Other Pilot Drove Through Whole Race Without Relax Driver.**

#### Ford Dealer's Entry Is Sensation of National Speed Classic

Detroit, June 1.—One of the sensations of the 500 mile race on Memorial Day at Indianapolis was provided by the Ford "Special" entered by the Barber-Warlock Co., Ford dealers of Indianapolis. This car is described as being "75% Ford" the other 25% consisting of the special Frontenac equipment from which the sobriquet "Fronty Ford" is derived. Piloted by Driver L. L. Corum, the Fronty Ford maintained an average speed of 80.2 miles an hour throughout the entire race and finished in fifth place. Only one other pilot drove through the entire race without having a relay driver to relieve him.

### CANADA LEADER IN PER CAPITA EXPORT TRADE

**Leads U.S. and Britain Overseas Commissioners and Commercial Agents Show Good Results**

The Minister of Trade and Commerce, Hon. J. A. Robb, shortly after his return from the Orient took occasion to point out that Canada is second on the list of exporting countries, says Canadian Finance, the per capita exports being \$100.63, for the fiscal year 1922. New Zealand was first with \$154.54 per capita exports; the figure for the United Kingdom being \$69.86, and for the United States \$33.95 per head of population. Mr. Robb also pointed out that Canada has 23 trade commissioners and five commercial agents in various parts of the world seeking for trade opportunities. This country has not consuls in the strict meaning of the term, but

**Speaking of Natural Resources CANADA HAS**  
90% of the world's cobalt  
88% of the world's asbestos  
82% of the world's nickel  
32% of the world's pulpwood  
20% of the world's lumber  
20% of the world's cured fish  
18% of the world's oats  
15% of the world's potatoes  
12% of the world's silver  
11% of the world's wheat  
11% of the world's barley  
4% of the world's gold  
4% of the world's copper

**FROM SLUMP TO RECORD**  
In 1921 the export demand for cars slumped both in Canada and the United States, but the advance in 1922 is clearly shown in the table herewith:

	U. S. A.	Canada
1918	50,334	10,361
1919	82,730	22,949
1920	171,644	23,012
1921	38,430	13,716
1922	78,235	37,958

Continued on Page 5, Col. 5

### NATURAL PRODUCTS YIELD FOR 1922 GREATEST IN COUNTRY'S HISTORY, PUTS BILLION AND HALF IN COFFERS

#### ADDITIONAL COPIES OF FORD NEWS FREE ON REQUEST

Additional copies of the Ford News may be obtained free on application to the Ford Motor Company of Canada, Limited, Ford, Ontario, or any Ford Branch, Ford Dealer or Ford Service Station will be glad to procure additional copies for you.

#### WHO SETS THE RESALE VALUE?

BY LANSING TOMES, ASSOCIATE EDITOR, USED CAR JOURNAL, DETROIT, MICH.

(Reprinted from the Used Car Journal) Most everyone uses "Resale Value" as a sales argument, but do you really know what Resale Value is? How it is determined? Who sets it and why it fluctuates?

Resale value is the criterion of the medium priced automobile, by it is indicated the approval or disapproval of the only real authorities on automobiles, the public.

The public sets the resale value of every automobile, not any manufacturer or group of dealers, but the mass of owners set the price they will pay for two-year-old Ford touring car, or for a three-year-old Chevrolet.

This price, and it will not vary \$25.00 except in the case of a particular individual indicates the value that is or that make of cars has actually given to its mass of owners.

And that is the secret of Resale Value? You know, that as far as specifications are concerned, there is little difference between automobiles of the same class.

They have practically the same amount of iron, same tires, starters, wheelbase, horsepower, gear ratio, etc.

But the fact remains that the public will pay more for a 1919 Ford touring than a 1919 Chevrolet touring even though the Chevrolet cost more when new.

And the reason they will pay more for one used automobile than another is that the mass of owners have found that one particular make of car delivers more value per dollar than other makes of cars.

Resale Value will fluctuate with the seasons and the demand, but the ratio of resale value on one car as compared to another will stay throughout the year. The only variation in this will be when one car improves or deteriorates, then this ratio will change.

Used cars take a big depreciation the first year. This is because the first depreciation is in good part made up of manufacturers' and dealers' profits. After the first year the depreciation follows more nearly

the depreciation of new cars.

Continued on Page 4, Col. 5

#### Record Grain Crop Reaches 400,000,000 Bushels, With Wheat at High Level in Acreage Return

### MINERALS STRIKE A NEW PEAK

**Unemployment Practically Unknown, With Capital and Industry Down to Basis of Sane, Steady Progress—In Many respects, Dominion's Banner Year**

may continue. Wages in most Canadian industries are remaining high, or slowly adjusting to the capacity of industry to pay.

**PLENTY OF WORK FOR ALL**  
Unemployment in Canada has been practically non-existent, according to the reports in the Dominion government's Labor Gazette.

Leadership in the reduction of prices by several industries, even below the pre-war level, has had a tendency to stabilize all business. Millions of dollars, for instance, have been saved to the buyers of the nation, by the drastic reductions put in force by the Ford Motor Company of Canada, linked as these lower prices are with the announcement of the building of the greatest industrial plant in Canada.

All the forces of business and industry seem to have struck their gait in 1922. Nature certainly assisted in raising the wheat yield a clear five bushels per acre above the average, from 12½ bushels to 17½ bushels.

**SOUNDTEST YEAR SINCE 1914**  
In a word, more money has come to Canada during 1922 than in any year since 1920. The capable observers do not look for a return of the "wild" prosperity of war years. But they look upon 1922 as the soundest business year since 1914, a period during which the country got down to work, to the man, to rebuild business foundations and to build the country up sane and steady co-operation.

Everywhere, on the farm, in manufacturing, in retail business, in finance, the word to "Advance" has been given, with an admonition by the remarks to which the crowd characterized 1922, and made of it one of Canada's most memorable years.

### DEMONSTRATION OF FORDSON WORK DELIGHTS HINDUS

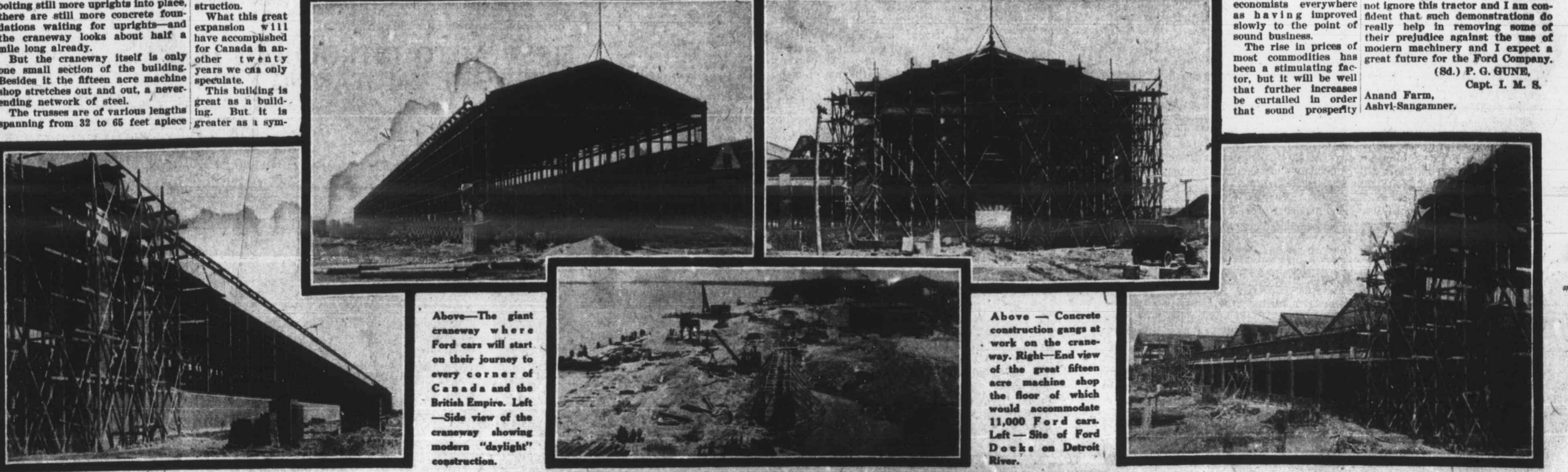
"As a rule Indian Farmers have some prejudice against the use of labor saving machinery on the farm, but such demonstrations as have been conducted by Mr. Brown, of the Ford Company, on my farm with a Fordson Tractor help in some way to dispel some of their doubts about the utility of modern implements," says Captain P. G. Gune, of Ashvi-Sanganner. This was clearly shown by the remarks to which the crowd gave vent when they observed what was being done by this little tractor. The rapidity and the fine quality of work turned out by the Fordson is really marvelous, while the all round usefulness is another point in its favor. The Indian farmer if he really wants to raise the status of his calling among the farmers of the other parts of the world cannot ignore this tractor and I am confident that such demonstrations do really help in removing some of their prejudice against the use of modern machinery and I expect a great future for the Ford Company.

(84.) P. G. GUNE, Capt. I. M. S. Anand Farm, Ashvi-Sanganner.

### A YEAR OF REAL DEFLATION

The position of the country is regarded by economists everywhere as having improved slowly to the point of sound business. The rise in prices of most commodities has been a stimulating factor, but it will be well that further increases be curtailed in order that sound prosperity

### The Steel Work is Completed on the New \$10,000,000 Ford Factory



Above—The giant cranesway where Ford cars will start on their journey to every corner of Canada and the British Empire. Left—Side view of the cranesway showing modern "daylight" construction.

Above—Concrete construction gangs at work on the cranesway. Right—End view of the great fifteen acre machine shop the floor of which would accommodate 11,000 Ford cars. Left—Site of Ford Docks on Detroit River.

# Ford News

Published by the Ford Motor Company of Canada, Limited, Ford, Ontario, in the interests of the Agricultural, Industrial and Social Development of Canada.

JUNE 14, 1923

With this issue, the Ford News makes its bow to what is probably the largest circle of readers that has ever greeted any specialized publication in Canada. A word of introduction is therefore in keeping with the occasion.

Hitherto the Ford News has been circulated entirely within the Ford organization. We believe, however, that the time is opportune for that circulation to be extended in order that more people may be brought to the realization of what confidence and unity can accomplish for Canada and the British Empire.

Canada is growing. Everywhere there is evidence of national progress and expansion. Already we stand among the world's largest grain growers and year by year our cultivated areas are extending their boundaries. Despite calamity howlers to the contrary, immigrants are coming into the country, many of them being well equipped financially and in practical experience to open up new farm lands.

Our industrial army is growing steadily and increased production is finding outlets in overseas territories, where Canadian export trade has nearly trebled in dollars within the past ten years.

Canada is indeed striding ahead, and great though her progress has been in the past, still greater things are in store for the Canadian people.

But progress has never been built on diffidence, and Canadian progress must have for its foundation the stout courage of the Canadian people and their unflinching faith in every enterprise to which they set their hand.

In the growing community of Ford, Ontario, today, the air is electric with the activity of the men and machines that are turning out the largest production of automobiles that Canada has ever known.

Hard by, the new \$10,000,000 Ford factory is rapidly nearing completion and when the wheels of production start turning there, Canada can boast the largest automobile plant in the British Empire.

No element of chance or speculation has influenced these enterprises.

Ford production is at its highest peak today because national and export development is calling for more and more Ford cars, Ford trucks and Fordson tractors. The new Ford factory, which will give a capacity double that of the present plant, is built on the certain knowledge that Canada is marching steadily forward and that confidence in the future and unity of effort will enable us to reach our goal.

Let us have greater unity in our efforts to advance our national prosperity. Confidence we have aplenty and our resources are practically unlimited, but these things will not ensure success.

**We must have unified effort.**

We must recognize that we are all striving toward a common goal and that we must each pack our own share of the burden and march forward shoulder to shoulder with those who are setting the pace.

In publishing these facts concerning the progress and development of the Ford industry we have but one purpose in mind, and that is, to lay before those individuals and organizations who are molding the future of the Dominion, definite information regarding what we are doing in our own sphere to further the common purpose.

If you, as an individual or an organization, find in these pages that which will encourage or inspire you to greater achievements in your own sphere, our end will be well accomplished.

## Another Care for the Car Thief

The season of car stealing is on us and, judging by reports, the habit is on the increase. An insurance adjuster stated recently that he had twenty claims to deal with in two days in Toronto. This is not up to the Los Angeles record, where the daily average of cars stolen is between 28 and 30. But then the influence of Hollywood may account in part for the excess depravity in the southern city.

At one time it was the generally accepted belief that cars were usually taken for joy riding, and the thefts were looked on more in the light of boyish pranks than criminal acts on a par almost with robbing orchards, in which practically every boy has had some experience if the opportunity was afforded him. Most of us can recall the fun we had at the game, and even now, so long as the orchard robbed belongs to somebody else, we are inclined to treat it as a joke. Even in robbing orchards, however, there was and is still a fairly clearly defined code: picking apples to be eaten by the gang is one thing, and taking them to sell is another. One is "hooking," which is fun, but the other is stealing. This difference is more or less recognized in court in fixing the penalty when youthful culprits are convicted of stealing fruit.

### Too Much Sentiment

When auto thieves are tried there is always an attempt to excuse the acts as the result of boyish spirits, and this plea is very often successful in getting the offender off, especially if the female relatives are present at the trial, and can be induced to weep copiously at the proper moment.

Insurance companies, who, under their policies, have to pay for the results of these exhibitions of youthful spirits, take a different view of these offenses, says A. B. Barker in the *Montreal Times*, and from their experience say that the bulk of car thieves are not taken for joy rides but for profit. The police take the same view, and as they are dealing with cold facts, and not theories, their opinions are entitled to respect. Longer terms of imprisonment are advocated, but the trouble here is that even if a man or boy is sent down for a term of years, the parole board may decide, after the culprit has served a month or two of his sentence, that justice is satisfied, and order his release.

In deciding the penalty, therefore, this must be taken into consideration. Also the reluctance of juries to convict, when conviction means a long prison term for a young lad with a previously good record, must be taken into consideration. For this reason it might be better to treat the offense as a prank of a mischievous boy, and punish it as such by spanking. The jury would hesitate if this was the worst that could happen to the guilty party, and the parole board could not interfere. The boy's standing in the community would be no more affected than if he were left off on suspended sentence. The effect would, of course, be painful for him, but the chief value of the punishment would be in the ridicule of his companions. This would give all the fun out of the game.

There is another course which might produce the desired results. It worked in Italy in the case of the anarchists. For a time the Fascists shot these men, which was a permanent cure so far as they were concerned, but the members of the order were beginning to enjoy the process too much, and of course the killed anarchists were considered heroes and martyrs by their fellows. The heads of the order, seeing the danger, decided on other measures, and these, so far as known, have been most effective. The anarchist is forced to drink a quart of castor oil and allowed to go. The result is not conducive to heroics, and the victim's friends, while possibly sympathetic, are more inclined to laugh than fight.

A similar treatment for men convicted of stealing cars might have an satisfactory results. Certainly if a lad had to swallow a dose of this medicine, the chances are he would be permanently cured of the habit. He would probably be able over after to pass any car without difficulty.

## A PROPHECY COME TRUE— FORD BUSINESS IS "EVERYBODY'S BUSINESS"

In the Month of January the Ford Motor Company of Canada, Limited, inserted an advertisement in the public press, which in the light of later events was prophetic. It was entitled "Everybody's Business" and is reproduced here.

Almost immediately on the appearance of this advertisement the flood-gates of commentary opened and it is safe to say that few advertisements in the public press have ever attracted such wide-spread attention and active interest as this one did.

Among the first to voice comment was "Marketing," which reproduced this advertisement and inquired "What other firm could have run such an advertisement? It certainly seems a tribute to sound marketing principles that a concern could gain such control of the demand in its line as to be able to say—without fear of ridicule—that Ford prices are everybody's business."

Recently the Dominion Parliament appointed a Committee to investigate agricultural conditions—a Committee charged with the duty of finding out and reporting upon the costs of farm production.

The inquiry dealt with banking, freight rates and costs of necessities to the farmer.

This Committee, in common with its function of investigating railway rates and ocean rates on grains, etc., investigated the price of the Ford car to the exclusion of every other car. That price was explained to them. Ford cars were regarded as necessary transportation and on this view of it we took no exception to the inquiry.

They did not investigate the price of any luxuries—merely necessities.

**A Prophecy Come True. It is Everybody's Business.**

## CANADA LEADER IN PER CAPITA EXPORT TRADE

The commissioners have undoubtedly accomplished a good work.

### FARMING CHIEF INDUSTRY

Reviewing the growth of Canadian export trade Mr. Robb showed the great progress made by comparing the exports of \$25,000,000 in 1890 with the \$228,000,000 for the twelve months ending February 28, 1923. And, it is important to observe, 44 per cent were raw materials, 14 per cent partly manufactured, and 42 per cent manufactured goods. That is, on the whole, quite encouraging.

It is quite a matter of fact to remark that agriculture will continue to be the chief industry, not only of the western provinces, but of all Canada for time to come. But it is worth noting that Manitoba and British Columbia are forging ahead in the industrial list and making a fine showing.

Federal statistics for 1922 are now available. They indicate that the most important manufacturing province of Canada was Ontario with a production value of \$1,737,645,986, followed by Quebec with a value of \$1,585,574,242. Following in order came British Columbia, \$559,794,969; Manitoba, \$153,020,109; Nova Scotia, \$140,125,096; New Brunswick, \$100,008,606; Alberta, \$94,855,739; Saskatchewan, \$59,723,488; Prince Edward Island, \$6,849,584; and the Yukon, \$189,144.

Looking at industry by cities it may be observed that Winnipeg is one of the big four with production values well above the hundred million mark. The figures are Montreal, \$693,851,783; Toronto with \$653,949,743; Hamilton with \$167,190,671; and Winnipeg, \$123,124,443. Vancouver almost reaches the mark with \$98,889,530. Alberta's leading centre is Calgary with an annual production value of \$37,214,563, closely followed by Edmonton with \$31,589,693. Saskatchewan's capital, Regina, is its first industrial hub with a production value of \$30,590,332, though the city of Moose Jaw falls not far behind with \$18,798,225.

By groups, the status of Canadian industries was as follows, figures having reference to the year's production: 1. Vegetable products, \$228,706,428; 2. a n a s i products, \$153,996,139; 3. textile products, \$19,984,741; 4. wood and paper products, \$415,784,376; 5. iron and steel, \$365,475,097; 6. non-metallic minerals, \$54,406,062; 7. chemicals, \$95,183,313; 8. miscellaneous industries, \$96,330,888; and 9. construction, hand trades and repairs, \$199,521,724.

Individuality, the ten leading manufacturing industries of Canada are slaughtering and meat packing with a production value of \$340,644,519; flour and grain mill products, \$228,255,481; pulp and paper, \$238,420,176; lumber, lath and shingle mills, \$997,188,877; foundry and machine shop products, \$140,432,000.

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587; sugar refineries, \$131,772,715; building and construction, \$126,991,068; butter and cheese, \$126,816,666; rolling mills and steel furnaces, \$101,616,104; and automobiles, \$191,486,546. These ten industries alone in 1922 had a production value of over a billion and a half.

### LIFE INSURANCE RECORDS BROKEN IN CANADA

Three billions of life insurance are in force in Canada—an average of \$333 per citizen. In the last ten years more insurance has been written for Canadians than in all the years before. All previous records were smashed in 1922 by many companies and today Canadians are as well protected for the emergencies and eventualities of life as those of any other nation.

## FORDS USED TO HUNT BIG GAME IN AFRICA

Sydney Snow are loud in their praises of the "Faithful Ford," for when their native ones were stricken with a strange malady which practically wiped out the caravan, the Snows sent orders ahead for two Ford cars to be held ready for them at the next point of call. Thanks to the Empire-wide distribution of the Ford car, two Canadian-made Fords were available immediately they arrived and they continued their expedition into the jungle on wheels.

## Traverse Thousands of Miles of Veldt and Penetrate Jungle

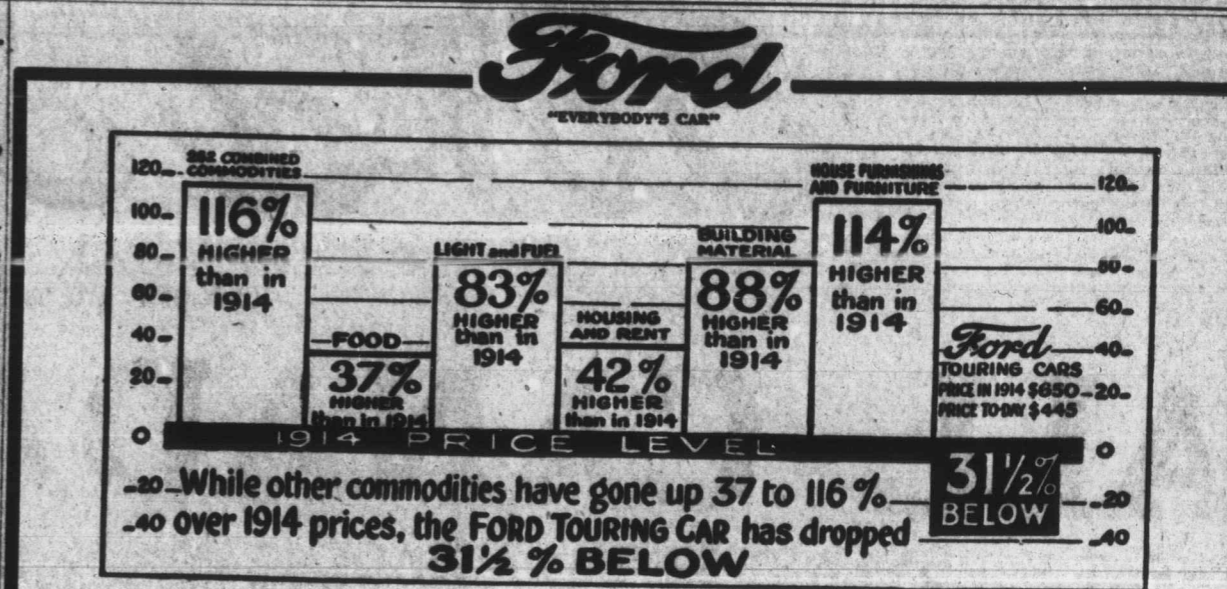
If there is something new under the sun in which the Ford car can be used we are anxious to hear about it. We have seen it equipped with sled runners to navigate Canada's snow. Now from the depths of the African jungle come pictures showing the unconquerable Ford carrying H. A. Snow and his expedition safely through almost incredible difficulties, traversing thick jungle paths and pursuing wild animals of the plains till they turn and attack this new and inexplicable adversary.

The expedition to which we are indebted for the wonderful pictures, "Hunting Big Game in Africa," spent two years in the wilds of Africa and succeeded in securing what is perhaps the largest museum collection ever assembled.

Mr. H. A. Snow and his brother pursued animals turn and attack strange adversary.

Journeys that would have taken months under the usual conditions of travel were made in a matter of days by means of the two Fords which accomplished far more for these explorers than all of the horses, oxen and camels could possibly do.

They plough merrily along over roads that are made in name only, over rocky plains "paved" with volcanic slag, and even through lakes and rivers without turning a nut. They were indispensable in handling big game such as lions and buffalo when these had to be carried back to the settlement. Previous photographic expeditions have been handicapped because of



While other commodities have gone up 37 to 116% over 1914 prices, the FORD TOURING CAR has dropped 31 1/2% BELOW

**Everybody's Business**  
THE Ford Motor Company has made a genuine attempt to give the public Automobile transportation at a price within the reach of all. It has carried out the ideals of the inventor of the Ford Car, Henry Ford, and has placed the Ford Motor Company in the position of performing a public service to the people of Canada.

**How the Present Low Price of Ford Cars Can Be Maintained in 1923**  
We are absolutely frank with the public when we say that the present low prices are not justified by present production but only by the production it is hoped will result from them.

**You Can Set The Price**  
Fill in the memorandum below and mail direct to the Ford plant at Ford, Ontario.

**FORD MOTOR COMPANY OF CANADA, LIMITED, - FORD, ONTARIO**

**You Can Set the Price of Ford Cars for 1923**

Fill in and mail at once to—  
The Ford Motor Company of Canada, Limited, Ford, Ontario, Canada. Date \_\_\_\_\_

While I am not immediately prepared to buy a car, I will want a Ford car when I am ready to buy. I understand that Mr. Ford and the Ford Motor Company have reduced the price of Ford Cars to a point never before conceived to be possible, and that they have to bring about a larger volume of business to justify these prices. As I desire to get it at these reduced prices, this will inform you that I intend to buy a Ford car during the winter months so that I may have prompt delivery at the time I desire it.

NAME \_\_\_\_\_ ADDRESS \_\_\_\_\_

**The Minister's Transformation**  
BY EDWARD E. ANNAND

It was a Ford car that did it. A long time it was in coming. So slowly the endowment policy had matured. But at last it arrived. And as, fresh from the factory, shining in the sunlight, it stood in the name yard the minister had to confess he was half afraid. Orden on his long drives he had thought of this hour. And now it had come and not too soon.

## FIRST AUTO INTRODUCED IN QUEBEC CLAIM-STAKING AREA

Ville Marie, Que., April 3 (Special)—To Alfonso Talbot, of Ville Marie, goes the credit for having driven the first motor car into Bonyon township, the scene of claim-staking activity in North-western Quebec. With a Ford, equipped with runners on front and with the rear axle narrowed down so as to bring the drive wheels into the width of sleds, and with the little outfit christened, "The Snow Bird," Mr. Talbot motored into the latest Eldorado.

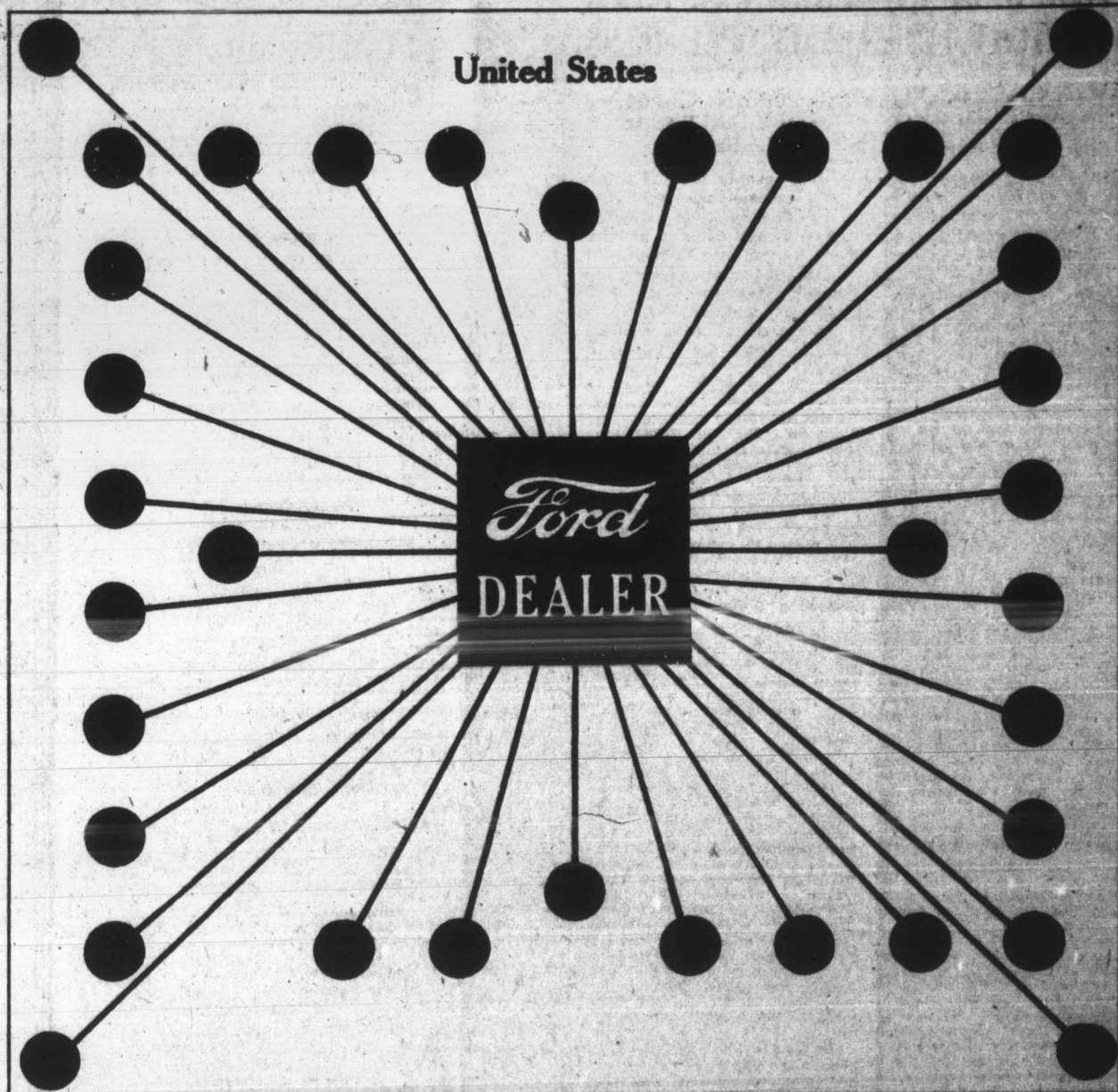
On front and with the rear axle narrowed down so as to bring the drive wheels into the width of sleds, and with the little outfit christened, "The Snow Bird," Mr. Talbot motored into the latest Eldorado.

A change, too, came over the people. A prosperous community today, the luxurious car has long been thought of by these well-to-do farmers as a necessity. It needed something to waken them up to the appreciation of the man who had stood by them in pioneer days and whom they had forgotten in their growing prosperity. With his meager support he is where they were twenty years ago. Behind the times, is he? They have kept him there. And as they look across the years of unattended service, some at least saw this quiet uncomplaining man in a new light—no less than a hero. And there came the resolve: He has done well by us; we will do well by him.—Presbyterian Witness.

## TRUE TO NATURE

We heard of a gentleman the other day who refused to buy a second-hand Ford car because some one told him there was only sufficient gasoline in the world to last twenty-five years.

# CANADIAN AND U. S. POPULATION DENSITY COMPARED



Canadian Population Two Persons Per Square Mile

United States Population 35 Persons Per Square Mile

## CARS COST LESS IN THE U. S. BECAUSE BIGGER POPULATION AND GREATER MARKET LOWER PRODUCTION COSTS

### Charts Show Canadian Population Two Persons Per Square Mile as Against 35 in U. S.

This comparison shows that density of population means sales. One Branch of the Ford Motor Company in the U. S. has over a quarter of the population of Canada—in a more congested area—for more intensive work and sells more Ford cars.

The following facts and figures show comparison between U. S. Ford production and Canadian Ford production to show the immense production in that country and therefore lower costs.

1921-1922				1922-1923			
Last Year				This Year			
Canadian				Canadian			
Ford Detroit Sales	Ford Sales American	% of Sales	Month	Ford Detroit Sales	Ford Sales American	% of Sales	Month
78,441	1,186	1.6	Oct.	163,290	1,306	1.3	
57,316	810	1.4	Nov.	106,227	1,465	1.4	
50,202	531	1.1	Dec.	105,779	701	1.1	
39,630	1,846	4.7	Jan.	100,118	3,213	3.2	
48,614	2,951	6.1	Feb.	116,080	4,085	3.5	
40,256	4,234	8.3	March	179,764	5,422	3.0	
384,660	11,558	3.3		711,448	16,192	2.3	

Purchasers orders on file with Dealer April 1st—  
United States 294,000  
Canada 4,723

In 1911-12 Ford Production in U. S. was 76,150. Prices were \$590.00. In calendar year in Canada production will be 85,000. Price \$445.00. Population of Canada 2,738,590. Population of U. S. 115,000,000.

Branch Ford Motor Co. 2,738,495 Sales in Canada, 1922, 23,465 cars. Sales in Cleveland Branch, 23,576.

"As a concrete example, showing the possible reduction of overhead affected by quantity production, we would cite the following, which has come under observation in our own plant. In our operations we manufacture a car frame, for which rather elaborate equipment is necessary. The value of machinery and tools amounts to \$191,000. The capacity of this equipment is 45 frames per hour. Our total requirements, however, amount to only 35 frames per hour. On the basis of producing 35 frames per hour we have a productive labor cost of \$30.50 per hour—and an overhead of \$56.68 per hour—a total of both of \$77.08—which represents a total cost of \$5.08 per frame, exclusive of material and commercial overhead expense. Were we to operate on the basis of 85 frames per hour, which is the capacity of the equipment, we would have productive labor of \$29.70 and overhead of \$113.15 per hour—a total of both of \$152.76—or a total cost per frame of \$21.15 exclusive of material and commercial overhead expense, or a reduction of 80 per cent."

### The Most Novel Railway in England

The most novel train in England is seen on the East and West Sussex Railway. Two Ford cars placed back to back and coupled together convey passengers between Robertsbridge and Headcorn Junction.

The original wheels of the cars have been replaced by flanged wheels to fit the rails. The spacious windows of these novel railway coaches add to the pleasure of the passengers.

### FORD, DETROIT, HITS NEW PEAK IN MAY

Moving steadily up to a 6,700-car-a-day production, the Ford Motor Company on Monday, May 21, set a new daily record when 6,653 Cars and Trucks were completely assembled for domestic use. It is announced by The Ford News.

This new production mark exceeds by 41 the best previous day, which was May 9, with its record of 6,516. Since the first of the year all the vast resources of the Ford Motor Company have been utilized to keep production on a continuously increasing schedule, but orders all along have been far in excess of the output and continue to be, even under the present record-breaking output.

Ford production for the week ending Tuesday, May 22, went to a new high record with a total of 29,417 Cars and Trucks completed for domestic use. It is announced by The Ford News. This is 114 more than the record-breaking production of the week before.

Monday, May 21, was the biggest day of the last week with a production of 6,653 Cars and Trucks, beating the daily record of 6,515 set up on May 9.

Ford's tractor output for the week was 2,996.

The Lincoln division of the Ford Motor Company produced 174 cars during the week ending Tuesday.

### Ford Uses Straw From His Farm to Make Steering Wheels

Out on the Ford farm at Dearborn, Michigan, operated entirely by Fordson Tractor power, some use had to be found for the great loads of straw harvested annually with the grain, and so the Ford Motor Company gives, to doing unusual things, found a use for it.

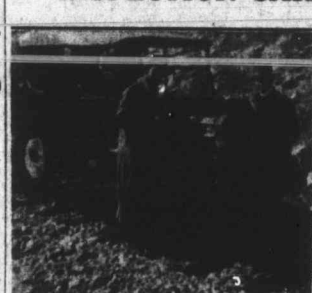
The straw is now used as an ingredient in the manufacture of Fordite, a material of flint-like hardness, developed by the Ford Laboratories.

This material is made into steering wheels and the Fordite plant, begun as something of an experiment about four years ago, now produces an average of 3,500 steering wheels daily.

In addition to these steering wheels, which are the strongest and most durable wheels produced, the Fordite plant turns out a daily average of 9,000 front spring pads, 150,000 commutator insulator buttons, 9,000 magnet contact insulators, 7,500 contact insulators, 5,000 motor starter insulators, 3,000 generator insulators, 3,000 dash terminal blocks, 6,000 battery cable bushings, 19,000 hood block bushings, 20,000 tail light wire bushings, 3,200 battery covers, 4,500 rear panel plugs, and 10,000 cable insulators for metal dashes.

This makes a total of nearly 300,000 automobile parts a day which are made from a by-product of the farm.

### G. T. R. USES FORD INSPECTION CAR



Track Ford at Jasper, Alta.

We are indebted to Mr. J. P. Kirkpatrick of the Grand Trunk Pacific Railway at Jasper, Alta., for the accompanying photograph of Ford car which is used by him as a track inspection car. Mr. Kirkpatrick states that it is nothing unusual for him to make two districts in a day, that is from Jasper to Prince George, a distance of two hundred and fifty-three miles. The average speed attained is 25 miles per hour and the gasoline consumption is about 32 miles to the gallon. The usual axle was taken out of the car and a solid axle put in its place. The ball bearings in the front axle were also removed and bushings put in instead.

Mr. Kirkpatrick (who is shown in the picture standing on the right of the car) is the Superintendent of the Grand Trunk, working out of Jasper, and he finds the car very suitable for track inspection work and has given him every satisfaction.

More than 40 railways in Canada and the U. S. are now using motor equipment, with flanged wheels, in branch line service.

### GOLD COAST TOUR UNHALTED BY FIVE-HOUR TORNADO

#### Manager in West Africa Charges Logs in Sedan

Some of the difficulties of travel in the Gold Coast Colony territory in West Africa have to be experienced to be appreciated. Mr. Joe Allen, manager for Bartholomew & Co., of Accra, Ford Dealers for Gold Coast Colony, writes as follows of a recent trip to the stations in that territory:

On one of my recent tours in the Colony to our Ford stations I came through five hours of a tornado to my Ford Sedan. Many trees dropped across the road; one of them was about 2 ft. thick, measuring over 100 feet in length. This I decided to jump with my Ford, and was quite successful. Later had I not had an axe, I would have been stranded in the middle of virgin forests all night.

In one of these particular tours from Accra to Coomassie, I had with me our Engineer-in-Charge, Mr. F. V. Booth, who on several occasions jumped out of the Sedan and said "now we are stranded." In order to get through, I charged through a number of trees and came out on the other side of a huge tree over 3 feet 6 inches in diameter. Our Engineer-in-Charge took his hat off to the Ford and said "My God! I wouldn't have believed it." Today he is one of the most enthusiastic men in our organization and a Real Ford Service Giver.

Whilst on leave in England the latter part of last year, we arranged for him to go through a special course of battery construction and electrical work, and today we are equipped with an Electrical Repairing Outfit and Battery Service Station that has never been attempted in this country before. In fact we can do anything with a battery from beginning to end, and there is no job in the electrical equipment of a Ford Car that we cannot undertake and turn out in a first class manner.

The traveling of 150 miles a day in this country in the terrible heat and the heavy rains, is not one of the best things in life, but I do it very regularly with the aid of my Ford Sedan.

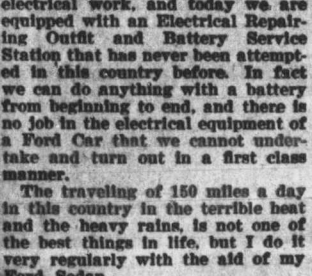
Handle the hardest job first each day. Easy ones are pleasures. Do not be afraid of criticism—criticize yourself often. Be glad and rejoice in the other fellow's success—study his methods. Do not be misled by dislikes. Acid ruins the finest fabrics. Be enthusiastic—it is contagious. Do not have the notion that success means simply money-making. Be fair, and do at least one decent act every day in the year. Have confidence in yourself, and make yourself fit.

I am sending you this photo to show what the Ford car can do. I drove right into the forest amongst the elephants where I shot one. You'll notice the trunk of an elephant on the running board, and the tail hanging over the door.

This is my third Ford car. I have had other cars but none can compare with the Ford.

Yours faithfully,  
R. FOURIE

### DRIVES INTO FOREST, BAGS ELEPHANT



Build a Garage with the difference between the price of a Ford and that of any other car.

**Ford**

Model	\$405
Runabout	\$445
Compe	\$665
Sedan	\$765
Chassis	\$345
Truck	\$495

**Ten Commandments of Business**

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### EXPORT TRADE BID OF CANADA HITS THE U. S.

Year	Number	Value
1912	10,261	\$3,295,382
1913	19,967	11,590,280
1920	18,070	12,576,173
1921	9,755	4,592,664
1922	35,294	21,059,874
1913	↑	↑

Not shown. †Inc. in pass. cars.

**EMPIRE TARIFF BENEFITS**

The preferential tariff between the component parts of the British Empire has given great impetus to the increase in motor exports. Most of the Canadian made cars go to British possessions. Australia, the largest buyer, bought 10,687 passenger cars and 1,574 trucks in 1922. The United Kingdom was second, then came in order New Zealand, British

Sweden and the Dutch East Indies. As might be logically expected, South Africa, Argentina, India, Ford Motor Company of Canada leads the way in the motor exports of the Dominion.

**Free a movement for Veterans in Ford Hospital**

Disabled world war veterans of Michigan have welcomed the offer recently made by the Henry Ford Hospital and already more than fifty are undergoing treatment at the big institution.



**Build a Garage with the difference between the price of a Ford and that of any other car.**

**Ford**

Model	\$405
Runabout	\$445
Compe	\$665
Sedan	\$765
Chassis	\$345
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FORD MOTOR COMPANY OF CANADA, LIMITED, FORD, ONTARIO

### TRAINS RUN IN DAY-TIME ONLY IN DUTCH E. INDIES

**So Ford Service Man Races 100 Miles at Night to Repair Axle**

Mr. John L. Cludney, of the Calcutta office of Dodge & Seymour, Ford Distributors for India, relates a striking story of the efficiency of Ford service in the outposts of the Empire. Here it is in his own words:

Mohan (Dull) Sumatra, Mar. 3.—On Thursday we decided to take a run up to Brastagi (about 77 kilometers with a rise of 5000 feet), in order to get cooled off after a strenuous two months of hot weather in Java and the Straits.

After 26 hours in Brastagi, one of the garden spots of the earth from a hill-station point of view, we drove to Siantar, about 120 kilometers, and had lunch.

#### FORD MAN ON THE JOB

About three o'clock we started for Padang, which is on the banks of Lake Toba, and about 7 kilometers (4 miles) from Siantar, the axle housing broke, and my wife and myself were obliged to get into a taxi (a one-horse, two-wheeled affair with a "do-no-no" effect) and drive back to town, while it rained as the tropics know how to rain.

The Ford repair man took me in his Ford car back to my broken car and finding that he did not have all the parts necessary for the repair, we rushed back to Siantar, hoping to get Mohan on the phone before dark, because it was Saturday, and if the parts were not dispatched that day we would have been tied up until late Monday or possibly Tuesday.

#### RECORD TELEPHONE SERVICE

In passing I may say that the telephone service in the Dutch East Indies has anything of its kind beaten in the East, and in a few minutes we had Mohan (over 100 miles) on the wire. Thanks to the service in us in a reasonable time by train (trains only run in the daytime on account of frequent breaks in the road-bed from wash-outs and inability to get reliable water here), Mr. Ford Manager for Borneo, Sumatra, Medan, Mantschappi in Medan, started his service car with a crew and all necessary parts and he was ready for the road again.

This car arrived at the breakdown about 11 p. m. (over 100 miles) and at three o'clock the car was ready for the road again.

Has a Ford dealer who pulls this off a right to put out a sign "Ford Service Station?"

Have your dealers at home got anything to learn about service from Medan, Sumatra?

#### WAS I RIGHT—WINNERS

Pat ordered lobster for dinner. When it arrived he noticed that it was not what he wanted.

"How is that?" demanded Pat.

"Well, sir," apologized the waiter, "this lobster got into a fight and lost a claw!"

"Bring me the winner," said Pat.

The world today is ordering winners—actual and potential—men who have won out. The cry is for record holders or those who can make records.

Engine-mongers, auto-haters, fall-downs and glib pointers are as plentiful and as noisy as squirrels in a nutcracker bush. To succeed, men must be fully equipped—mentally, morally and physically. Get six articles with one claw are out-dated. Bring along the winner!

#### Shakespeare Was Right

A Ford owner in Toronto recently sent in the following: "I am in possession of a 1914 Ford which is still going strong. The following quotation from Shakespeare seems very appropriate:

Falstaff—"Which of you ken Ford of this town?"

Fistol—"I ken the wight; he is of substance good."—Merry Wives of Windsor.

### GEMS CARRIED BY FORD CAR FROM BLACK OPAL FIELDS

**Baby Emurs Join Party and Enjoy Trip to Civilization**

"Most people thought a circus had come to town." Mrs. H. N. Jenkins thus expressed her opinion of her arrival, with her husband, into Melbourne at the end of the long overland journey from the Black Opal fields at Lightning Ridge, 150 miles northeast from Bourke, not far from the Queensland border.

Mr. and Mrs. Jenkins, residents of Hobart, Tasmania, during their annual tour of the mainland, were lured to "The Nine Mile," near Lightning Ridge, and in May last took up their residence there to try their luck at opal mining and dealers in these beautiful gems.

Mrs. Jenkins is, like her husband, gifted with a keen sense of humor, and thoroughly enjoyed their isolation. The continuous gamble of opal mining prevented any dullness in their separation from the comforts of civilization.

#### BABY EMURS JOIN FAMILY

Mrs. Jenkins' social retinue consisted of three emus, which she found as soon as they were hatched and reared into a creditable family. They were brought along on the Ford car as a present to friends in Hobart.

These big birds were great "cobbers" on the field and en route, joining Mrs. Jenkins in her whims in the first and even crossed during the long drive from "The Nine Mile" to Melbourne. These birds have a cast iron constitution and will eat anything, if it is not one of the Ford one of the emus was sure to eat it. China was a relish they enjoyed, also buttons. They are easily tamed and follow their mistress about like a dog or the domestic cat. They thoroughly enjoyed their drive to Melbourne with Mr. and Mrs. Jenkins, but made no statement for publication on the political situation, Melbourne cable cars or jay-walking.

Mr. Jenkins called, with Mrs. Jenkins, on the Editor, and dangled him by tipping out of a small bag some black opals of great beauty, worth what many would consider even today a small fortune.

#### BRINGS FORTUNE IN OPALS

The stones were cut and polished on the ground by Mr. Jenkins, who was for years a jeweler in Hobart. Some he had mined himself, others he had purchased from other diggers.

Opal mining differs from all other forms of mining for the reason that there is no reef or other defined line along which to search. Opals are found in veins in the earth, and so the opal miner never knows what the next hit with the pick will be.

Opal mining stages in the only place in the world where the black opal is found.

#### RAINBOW HUES IN BLACK STONE

Imagine a polished stone as dark as the ace of spades. Then move it so that the rays of light strike it at a different angle. The darkness changes to most dazzling colors, some like the eye of a tiger at night, but changing from greens to peacock blue and reds and yellow. All the colors in the world seem to be locked up in each little black opal.

Some stones are large, of course, but one the size of a thumbnail is worth over \$200.

The call of Christmas brought Mr. and Mrs. Jenkins south again. They made the journey to Melbourne in six days at a cost of \$10 for the two of them.

They averaged quite easily 300 miles per day, and took almost a direct route to Melbourne from Lightning Ridge, which, by-the-way, is 55 miles from the nearest railway. On one stretch of 35 miles they saw no signs of human life.

The water supply at "The Nine Mile" is drawn from old mining shafts, and supplies for the camp are sent out from the nearest stock (55 miles) by a Ford one-ton truck. Absence of water makes horse hauling impossible. During the past twelve months, apart from occasional thunder-storms, which last about ten minutes, no rain had fallen on the opal fields. These little streams, however, provided sufficient water for the "city" of "The Nine Mile."

Mr. and Mrs. Jenkins, with their opals, emus and Ford car, crossed Bass Straits by boat, and motored from Launceston to Hobart for a holiday.

### Ford Products

Ford Cars Fordson Tractors  
Ford Trucks Lincoln Cars

**FORD CANADIAN BRANCHES:**  
Windsor London Toronto Montreal Winnipeg  
Regina Calgary Vancouver St. John  
320 Ford Dealers and Service Stations in Canada

**FORD OF CANADA REPRESENTED IN THE FOLLOWING OVERSEAS TERRITORIES:**

<b>Africa</b> Cape Town Grand Rapids Pietermaritzburg East London Kimberley Biosidimotola Pretoria Durban Ladysmith	<b>Bulawayo</b> Lima Lawrence Marquis Windhoek Nairobi Kampala Tanganyika Lagos Accra Nairobi Trenton	<b>New Zealand</b> Auckland Wellington Timaru
<b>India</b> Bombay Madras Calcutta Lucknow Lahore	<b>Siam</b> Bangkok 7 Sub-Dealers and Service Stations	<b>Siam</b> Bangkok 7 Sub-Dealers and Service Stations
<b>Arabia</b> Aden Colombo	<b>Burma</b> Rangoon 16 Sub-Dealers and Service Stations	<b>Fiji</b> Suva
<b>Ceylon</b> Colombo 18 Sub-Dealers and Service Stations	<b>Newfoundland</b> St. John's	<b>Samoa</b> Apia
<b>Dutch East Indies</b> Batavia Kobe-Radja Padang Medan Semarang Soerabaya	<b>Falkland</b> Sibolga Bengkelen Pontianak Bandjermasin Samarinda Macassar	<b>Australian Commonwealth</b> Adelaide Melbourne Perth Brisbane Hobart
<b>Straits Settlements</b> Singapore Malacca Penang Ipoh Kuala Lumpur	<b>Mauritius</b> St. Louis 1 Sub-Dealer and Service Station	<b>Tasmania</b> Hobart
	<b>New Caledonia</b> Noumea	
	<b>St. Pierre De Miquelon</b> St. Pierre	

1644 Ford Dealers and Service Stations Overseas.  
4542 Ford Dealers and Service Stations within the British Empire.

**FORD MOTOR COMPANY OF CANADA, LIMITED**  
TORONTO, ONTARIO

### ESSAY ON FORD CAR WINS PRIZE

**B.C. School Girl's Effort Takes First Prize in Recent Contest**

"Why the Ford is the Most Economical Car for the Salmon Arm District"

BY GLADYS M. FOSTER, SILVER CREEK, B. C.

"I am a Ford car, worth my weight in gold." You often hear that valuable article wrapped in small parcels. Well, that's just me, for this will be proved to you later. Of course I have always been too modest to talk about myself, but when it comes to saying "Why the Ford is the Most Economical Car for Salmon Arm District," I am going to stand up for my rights (I suppose I am like most women, wanting to have my vote).

"Just think how economical I am. My price is going down lower all the time. I am glad of that, because more mortals are able to buy me; whereas, if I were a stuck-up, expensive car, not so many would be able to get me for almost nothing."

"Then think how uncomplicated my engine is and how easy it is to get parts for me. When you can get them even at Eaton's. But then, you don't have to go so far away as that."

"Almost anybody, who has little or no love for machinery, can fix me up if anything goes wrong, by reading the simple instructions out of the books. In this way the Ford takes away a lot of money from the garage men, so the pennies continue to jingle in your pocket—so you find my operating cost is very low."

"Besides I am rather a tototaler. At least, I'm not as greedy as a lot of these big cars who require so much oil and gasoline. Then, too, the cost of my tires is lower than bigger ones."

"Of course, I am very serviceable; I am world-famous, time-tried and time-tested. I give no end of service and satisfaction. You can drive me all over, for I am something like the barfoot boy, and he is no tenderfoot. I am run over rough, rocky, muddy, bad, bumpy roads with great ease. Look at big cars running along such roads, how they cry, 'Ouch, ouch, my how my bones ache!' (Their bones are their springs). Besides, I'm not apt to be damaged in a deep rut or snow as bigger cars are. No wonder I boast of being the ideal car for town or country, especially for the Salmon Arm District."

"I am very convenient. Now, for instance, if I should break down on the road, you could fix me up in a short time, and then away I go, rumbling right along. Now if that had been a big car, the parts would have been so complicated that you would have been compelled to wait for the garage men to come along to see what was the matter."

"I am as strong as an ox, for I often have to pull a car far bigger than myself. My! how I laugh then, as I go chug-chug-checking up the hills."

"What a good friend I am of Father Time. The farmer can go to town early in the morning, do the marketing, be home by dinner time and be ready to start work after dinner, so the farmer doesn't lose half of his day's work."

"My beauty isn't only skin deep, as I am valuable to anyone who owns me."

"I am sure I have talked enough to convince you that you should get a Ford, as you can't afford to do without one. Call at the Labels & Slatton's Garage the next time you go to town and purchase a wonderful new Ford."

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# LINCOLN

## The Car Exclusive

A car that inspires in everyone an instinctive exclamation of approval and delight. It is built by the Ford organization.

Remember that low price is the Ford ideal. Imagine when what inbuilt quality the Lincoln must possess.

7 Passenger Touring 1923	4 Passenger Phaeton 1923
3 Passenger Sedan 1923	4 Passenger Coupe 1923
4 Passenger Sedan 1923	4 Passenger Sedan 1923
7 Passenger Sedan 1923	7 Passenger Lincoln 1923
Town Car 1923	Coach 1923

Price includes license—freight extra

Lincoln Division—Ford Motor Co.  
Ford Motor Company of Canada Limited, Ford, Ontario

### Ford Powered Motor Boats

**Gidleyford Ford Powered Launch**

This 24 foot runabout is powered with a standard Model T Ford Motor which, with a few alterations, has proved admirably adapted to marine use. The boat illustrated above is made by the Gidley Boat Co., Pen-tang, Ont.

It is rated at 15 m.p.h. and is the lowest priced motor boat on the market, costing \$1250 f. o. b. Pen-tang, Ont., complete with all equipment. Any Ford dealer can supply full details of the Gidleyford and take orders for it.

### THE FORD IN EGYPT

These photographs taken from the London "Sphere" show the Ford cars used by the late Lord Carnarvon and his party during the most eventful days in the Valley of Kings.

Note that the Ford makes the trip to Luxor in 25 minutes. On donkeys this trip takes over 10 hours.

### WHO SETS THE RESALE VALUE?

Continued from Page 1

ly the actual physical depreciation of the automobile.

Upon inspection you will find that in the first year, the public will pay almost as much for a used Ford as a Chevrolet or Overland, which means that the owners of either of these cars must suffer a great deal bigger depreciation than the Ford owner.

After the first year the public will pay more for a Ford than a Chevrolet and very little more for an Overland than a Ford. In other words, the Ford has consistently throughout its life a great deal higher Resale Value than either of these two cars, and the Ford owner thereby suffers less loss in dollars to depreciation.

#### A FORM LETTER

Doug Bleeker came home in an upper berth the other night. The air was warm as blazes, and to make things more uncomfortable, Doug found that the berth was inhabited. When he got home Doug was rather warm under the collar and sat down and wrote the railroad company a rather peppery letter. He received a very apologetic reply from the company, deploring the fact that there were any vermin in their sleeping cars. In fact, that letter was such a masterpiece that Doug almost forgot his fret, until a pencilled memorandum dropped out of the envelope on which was written "send this guy the bed-bug letter."

### WHOLE FORD LINE SHOWS SURPRISING INCREASE ABROAD

**Sales in Scandinavian Countries Unprecedented—Belgium is Rapidly Absorbing One-Ton Trucks**

Detroit, Mich., May 30—Everywhere abroad there is an increasing demand for products of the Ford Motor Company and it includes the whole Ford line, Cars, Trucks and Fordson Tractors.

During the first four months of the year foreign sales of Ford Cars and Trucks reached a total of 76,143. This is 34,883 more than were sold in the same period a year ago.

In the same months, Fordson Tractor sales mounted to 4,534, more than twice the total of last year when 1,894 Fordsons were sold in foreign markets.

An outstanding feature is the remarkable demand for Ford Products in the Scandinavian countries. All through Denmark, Norway and Sweden sales are showing an unprecedented increase and motor transportation in these countries is making greater strides forward than ever before.

In Belgium, too, there is an unusual demand for Fords. The picturesque Belgian horse and cart is rapidly giving way to the Ford one-ton truck, for commercial and agricultural interests in Belgium now are keenly aware to the advantages and economy of this means of transportation and are turning to it in surprisingly increasing numbers.

**PREPARING TO REACH THE VALLEY OF THE TOMBS OF THE KINGS BY FORD CAR**

This picture was taken on the afternoon of Lord Carnarvon's return to Luxor, when he set out to pay his first visit to King Tutankhamen's tomb in the Valley of the Tombs of the Kings.

**THE MODERN WAY TO VISIT THE ANCIENT TOMBS**

Mr. Howard Carter driving up in the Ford Car which has been sent from England to Egypt. It was in this car that Lord Carnarvon and his daughter paid their visit to the tomb after arrival at Luxor.

**FROM LUXOR STATION TO THE HOTEL IN THE GOVERNOR'S CAR**

Lady Evelyn Howard and Lord Carnarvon are here seen with H. E. Aldred, the Governor of Luxor, by whom they were welcomed at the station and in whose car they drove to their hotel.

**THE NEWEST STYLE OF FORD GARAGE**

An old empty tomb near that of Tutankhamen used by Mr. Howard Carter. He has much work to do, and must move out of it. In this car he can reach Luxor in 25 minutes on a donkey it takes 10 hours.