

FORD FACTS

In the past seven years the plant investment of the Ford Motor Co. of Canada, Ltd., has been practically trebled, the value of building, land, equipment and raw and completed stock amounting to nearly \$15,000,000 in 1922.

The new plant now being added represents a further investment of \$10,000,000.

In the construction of the Canadian Ford the total value of imported finished material employed is only \$15.22 per car.

FORD FACTS

The payroll of the Ford Motor Co. for the year 1922 is estimated at \$6,000,000.

Fifty freight cars are loaded and unloaded each day at the Ford factory.

Allowing a driving distance of about eight feet between each car, the total number of Fords in use today would form a complete girdle around the world at the equator.

Ford cars shipped during the Company's fiscal year ending July 31st, 1922, will exceed 70,000 of which Canada will take 40,000 and overseas territory 30,000.

Ford News

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NO. 48

FORD 1923 PRODUCTION BEATS ALL RECORDS

FORD TO DISTILL COAL IN CANADA MANY BY-PRODUCTS TO BE RECOVERED BY NEW METHOD IN \$500,000 PLANT

New Process to Produce Coke, Benzol, Creosote, Sulphate of Ammonia, Gas and Basic Oils

PULVERIZED COKE BURNED

Benzol Production May Reach 4,800 Gals. Daily; is Practical Commercial Substitute for Gasoline

Will the farmer of the future fertilize his soil with a by-product of the coal consumed in city factories; will the motorist of the future operate his car with fuel and lubricating oil which is another by-product from the same base; will the factory of the future be designed to operate in conjunction with a new type of power-producing plant, where coal will be made to produce not only heat units but a wide variety of other things as well, such as benzol, creosote, sulphate of ammonia, fuel gas, smokeless furnace coke and a number of basic oils?

It is an interesting and routing speculation and it is nearer to realization than most of us would suppose for such a plant is now in course of construction by the Ford Motor Co. of Canada, at Ford, Ont., and is the material evidence of the first commercial realization of Henry Ford's dream of a "burn coal plant."

Ever since it was discovered that soft coal would burn, getting rid of the heavy soot and smoke has been a serious problem, and much time and money has been expended in efforts to find a practical method of disposing of it, even though it was commonly known that the smoke represented valuable properties which the ordinary method of burning soft coal liberated but failed to utilize.

That problem, however, may soon be written in the industrial history of a bygone day for in the new Ford By-product Plant, coal will be subjected to an entirely new process of treatment through which many by-products will be recovered before the coal, converted into coke, pulverized and fed into the furnaces by blowers permitting the recovery of by-products in much the same way as gas is burned, and the by-products themselves in turn will be converted and consumed to serve a variety of purposes.

The new process is based upon a method of coal distillation which differs from all previous practice in that the coal is distilled at a comparatively low temperature, which makes possible the recovery of "volatiles" which have hitherto been lost because high temperature process ovens only have been used.

The distillation of coal through the application of heat, in an enclosed refractory chamber, in its earliest development, was accomplished in a crude way by the use of the beehive oven, and although the resulting coke was highly valuable for metallurgical purposes, all of the by-products were allowed to escape to the atmosphere.

In the year 1854 the first coke oven permitting the recovery of by-products was erected at Commeny, in France, and this led to the almost universal adoption of this method, as these by-products are the basis for all the coal-tar products which are particularly valuable in the aniline dye industry.

The gases arising from coal as the result of low-temperature distillation are primary in character, and their products very closely resemble petroleum, but the character of these by-products changes as the heat increases so that after the temperature to which the coal has been subjected passes 1350 degrees F., their structure due to the effects of heat, has been converted into a series of chemical compounds, of which Benzol is the most important. Benzol, when properly treated, is a gasoline substitute of excellent properties, largely used in the operation of automobiles.

After chemical treatment, the available amount of Benzol or Motor Fuel resulting from high temperature distillation will reach a maximum of 4 1/2 gallons per ton of coal treated, whereas in low temperature distillation this maximum will be increased

to 12 gallons, and the resulting material from both a chemical and physical standpoint will be true gasoline, differing from gasoline obtained from petroleum only in its initial form, through the fact that it will contain a larger percentage of unsaturated hydrocarbons. A large proportion of these unsaturated hydrocarbons, however, will be synthetically converted in the Ford Plant into their true gasoline form, and the cost of the gasoline produced by the new process is much less.

The importance of this development is not confined to the automotive industry, however. It is universal in application, permitting the manufacture and production of the new Motor Fuel, and equalizing the character of the products from the distillation of practically all carbonaceous deposits, so that the resulting coke will be of practically the same uniform quality, although the by-products will vary as to amounts of the several sub-divisions recoverable.

Coke Resembles Anthracite

The coke resulting from low temperature distillation is of a honey-comb-like character, and in the state in which it leaves the furnace is not suitable for shipment or use except in pulverized form as fuel for producing steam, when it can be so utilized without the necessity for transportation. This fuel, however, has all the properties of anthracite coal, and is in fact a superior grade of fuel.

In this compressing, or briquetting process, it is necessary to use a "binder." In the Dominion of Canada there is available a vast quantity of what has been hitherto considered an absolutely waste product from the manufacture of pulp, known as "Sulphite Liqueur," which, when concentrated, has proven an excellent binder. The low-temperature coke, when briquetted with Sulphite Liqueur as a binder makes an entirely smokeless fuel, suitable for domestic purposes, and in the burning of which there will be absolutely no smoke or soot. A small percentage of pitch can also be used as a binder.

The chemistry of coal is very complex, and the number of chemical combinations recoverable from the products of coal distillation is practically limitless. There are certain

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EIGHT MILLIONTH FORD MARKS EPOCH IN HISTORY OF AUTO INDUSTRY

Infant Born 20 Years Ago With \$28,000 Capital, Now Industrial Goliath

The Ford Motor Company, Detroit, was 20 years old on the 16th of June. Its birthday anniversary found it enjoying the greatest prosperity in its history and carrying out an expansion program of enormous magnitude, to bring manufacture up to meet the demand for Ford products.

In the score of years since its incorporation on June 16, 1903, the company has gained rank among the greatest in the country and expanded its business to nearly every country on the globe.

Only \$28,000 Paid In

The capital originally subscribed in the company was \$100,000, of which only \$28,000 in cash actually was paid into the treasury. Among the 12 stockholders with the company in its infancy, Henry Ford held 25 per cent. of the stock.

Ford personally presented his car to the public at the very start by practical demonstration. He piloted the first Ford racer himself and won race after race in all parts of the country. Driving old "99" on an ice track at Baltimore Bay, Mich., he was the first to break the mile-a-minute record.

In 1907, Mr. Ford acquired additional stock, sufficient to bring his

holdings in the company up to 58 1/2 per cent.

In 1913, Mr. Ford set a new standard for the industrial world, when he announced his now famous \$5 a day minimum wage and the \$10,000,000 profit-sharing plan, a move that gained him international fame.

Many will remember, too, a year or so later, when announcement was made that if sales went to a certain figure every Ford purchaser would receive a rebate. The sales passed the figure and checks went out by the hundreds of thousands.

New \$100,000,000 Capital

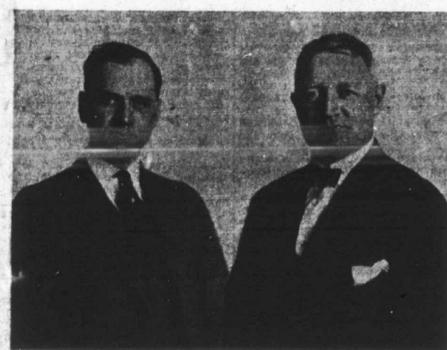
When in 1919, Edsel B. Ford, assumed the presidency, his father turned over to him all the responsibility of that office and he has taken an important part in all developments since that time. Upon becoming president, Edsel Ford purchased the remaining 41 1/2 per cent. of stock held by outside stockholders and on July 2, 1919, the company was reorganized under the laws of Delaware for an authorized capitalization of \$100,000,000.

Last October the price of Ford cars was reduced to the lowest level in the history of the company. And in 1922, Mr. Ford acquired additional stock, sufficient to bring his

(Continued on Page Four)

SALES BRANCH IN SOUTH AFRICA IS PLANNED BY FORD OF CANADA

Representatives Investigate Prospects for Larger Ford Expansion Overseas



C. R. HOLMES A. STOCKELBACH

The latest development in the vast and diversified programme of expansion embarked upon by the Ford Motor Co. of Canada, Ltd., at the beginning of 1923 when ground was broken for the new \$10,000,000 factory at Ford, Ont., was marked by the beginning of 1923 when ground was broken for the new \$10,000,000 factory at Ford, Ont., was marked by

(Continued on Page Three)

FACTORY AT FORD, ONT., SHOWS INCREASED OUTPUT EACH MONTH SINCE JAN. 1st-10,000 CARS SHIPPED IN MAY

Large Demand for Ford Products in Canada and Throughout British Empire

CLOSED CAR OUTPUT GAINS 58%

Shipments for First Six Months of 1923 are 55 per cent. Greater than for Same Period Last Year

Among the many indications of the growth which is being enjoyed by Canadian industry none is more encouraging than that reflected in the present year's demand for Ford Cars, trucks and tractors which has far surpassed the demand in any similar period in the Company's history and has stimulated production to such a degree that the factory at Ford, Ont., has broken its own production records every month since January 1st.

During the first six months of this year, 48,774 cars and trucks were produced as against 30,131 during the first six months of 1922, an increase of 55 per cent.

This in itself is a remarkable record, and coming as it does at a period when all Canada is engaged in a great national effort to place Canadian commerce on a basis that will overshadow pre-war achievements, is substantial evidence that those efforts are surely accomplishing their purpose.

But this record is even more remarkable when considered in relation to the production records of previous years and illustrates in a graphic manner the phenomenal progress made by the automobile industry in Canada within the past few decades.

In the year 1904, the year in which the Ford Motor Co. of Canada, Ltd., was incorporated, the total number of motor cars registered in Canada was 58 and the Ford Motor Company's production record for that year was 117 cars.

Insignificant though this may seem in the eyes of a generation born into an age of automobiles it was an achievement of no small magnitude in those days, a very precarious achievement too in the opinion of many and not a few of the wisecracks of the day wagged dubious and ominous heads over the future of the enterprise that devoted so much energy to the production of such an unheard-of thing as a horseless carriage.

But the horseless carriage had

come to take its legitimate place among the daily necessities of civilized life and it developed and flourished and prospered and ten years later, in 1914, the total motor car registrations in Canada had grown to 27,000 of which more than 20,000 were Ford cars.

Thus within a single decade, the total number of cars in use in Canada had been multiplied 125 times and in the same period the number of Ford cars had been multiplied 228 times.

While this phenomenal expansion is probably without parallel in the annals of Canadian industry, the path of the missionaries of the automobile was by no means without its obstacles and the nervous and diffident looked upon the advances of the motor-car with misgiving. Already warnings against "over-production" were being sounded and the arrival of that elusive "point of saturation" was forecasted as an event to be expected in the almost immediate future.

In spite of all that, however, production kept steadily on and in proof of the soundness of judgment of those who planned the greater Canada of the future as a motorized Canada, we have the production record of the Ford Motor Co. of Canada for the first six months of 1923—48,774 cars and trucks—48 per cent. greater than the total number produced during the whole of the first six months of the corresponding period of the previous year.

The highest peak in this year's production records to date, was reached in May when production totalled 10,000 cars and trucks, the greatest number ever produced by the company in any one month and practically as many as was produced during the entire year of 1913-14.

Shipments Increased 28 Per Cent.

A comparison of the shipments month by month for the six months ending June 30th, with the best shipment records for the same months of previous years, provides evidence as to the demand for low-priced efficient transportation.

Car and Truck Shipments

1923	Previous Record for Corresponding Month
Jan. 5780	2884
Feb. 4228	2884
March 5417	2884
April 8394	4155
May 10021	5139
June 7735	5097
46774	34483

Closed Models in Demand

The general trend of public opinion in the matter of automobile body types has been a matter of more immediate interest to the car manufacturer in recent years than it was in the earlier years of the auto's existence. There actually was a time, in fact, when the top which is to the demand for a car today was not included as standard equipment on cars. Neither was the windshield, the headlamps nor the gas generators which supplied acetylene gas for the headlamps, nor the jack. None of these were included in the first purchase price, although a car cost more than double what it costs today, and the ambitious motorist had to leave such luxuries as the protection of a top on his car and the assurance of being able to see the road when he motored after dark, had to purchase the necessary equipment as extras.

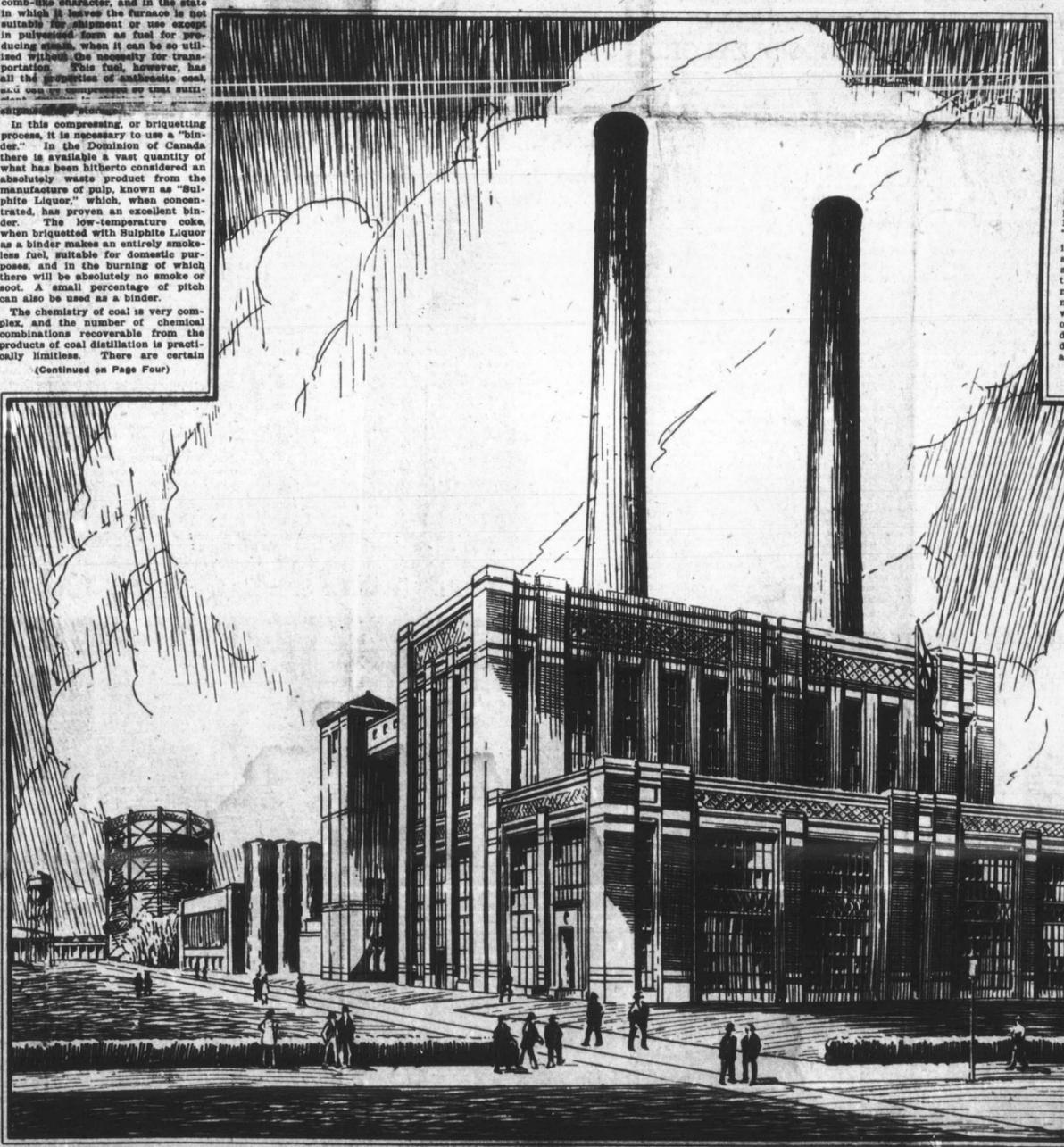
But the old order changed, indeed with the passing of a few years and today people buy automobiles as they buy washing machines and vacuum cleaners—the car is a thing of daily necessity the year 'round and the growing tendency is toward the car that affords maximum comfort under the weather conditions of summer and winter alike.

So it is that while shipments of open Ford models such as touring and runabouts show an increase of 11 per cent. for the first half of 1923 the shipments of the sedan and coupe models have increased 48 per cent. over last year's shipments for the same period.

In the industrial world the motor truck has rapidly displaced the inefficient and slow moving unit. The motor truck also has been termed "the little brother of the Railway" competing with and sometimes competing against the "Big Brother." In this realm the Ford six-ton truck has achieved tremendous success. This year's Ford truck production is also breaking records and up to June 30th an increase of 25 per cent. over the first half of 1922 is noted.

The Fordson tractor, too, is breaking new records, and is being purchased and used in increasing numbers in all sections of the world, as well as in diversified domestic uses. Shipments of the Fordson tractor are being made in large quantities to

FORD MOTOR CO'S. NEW POWER AND BY-PRODUCTS PLANT AT FORD, ONT.



Ford News

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JULY 14, 1923

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 those 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 practically unlimited trade is opening up for Canadian farmers and feeders.

"The 20th Century belongs to Canada"—if Canadians keep

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 let 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."

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 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 there 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 was terrific. We 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 island. It makes 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 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 a crew 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."

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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 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.

JAMES BRENNAN

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.

Mr. Brennan was born in Ireland 34 years ago and came to Canada at the age of four. He is by trade a machinist and has worked at the same establishment in Merrickville for 33 years. Mr. Brennan learned to drive very quickly and recently made a trip to Brockville and back in his new car.

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.

EXTENDS FORD FLEET USER'S PRIVILEGES

Travelling Salesmen's Cars Now Included in Service Discount Plan

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

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

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

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

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

CROSSES CONTINENT IN FORD IN 14 DAYS

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

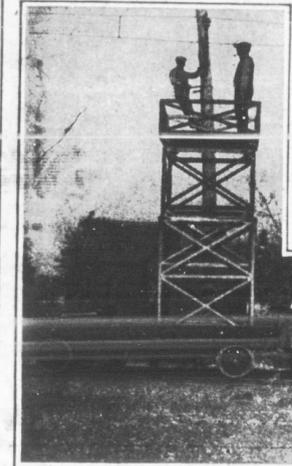
Hamilton, Ont.—Five thousand miles from Vancouver to Hamilton in a Ford touring car without trouble of any kind is the record of Robert Dunn, of Bartonville. The trip took just fourteen days and included the hardest kind of going—snow in the mountains, sand and mud across the plains.

AUSTRALIAN MAIL ROUTE FORD NEARS 90,000 MILE RECORD

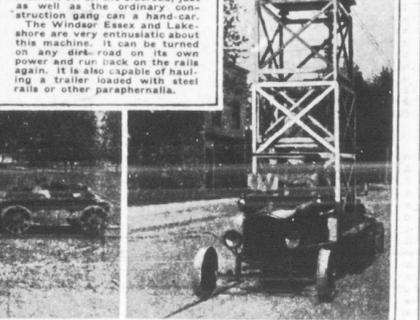
Ford Car Claimed Boon in Australian Development

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

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



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



TOURIST MAILS TIP TO GALLANT FORD SERVICE MAN

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

Motorist is Pleased with Local Service

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

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

Dear Sirs: While driving through your village yesterday I was forced to stop for a supply of Gas and Oil at your service station just opened up and I want to say it was a real service station.

The service man it the most courteous I have ever met. He furnished gas, oil, water and a fresh, cool pitcher of water for me which he handed to my wife and daughter.

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

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

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

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

By ELISHA LEE Vice-President Pennsylvania Railroad

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

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

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

Railroads Are "Wholesalers"

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

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

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

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

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

area, less-than-carload freight can also be handled, with increased efficiency over present methods, through a plan of combined truck and railroad service. This would involve detachable bodies on freight-carrying trucks. The bodies would be so constructed as to be used as containers for less-than-carload freight, and when loaded would be placed upon suitable equipped railroads cars for the intermediate journey between the rail terminals; the service at each end, and from the rail terminals, including "store-docking" collection and delivery, being performed by the trucks.

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

Intra-City Trucking

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Autos Reduce The Farm Migration

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

What is the future of the county fair in Ontario? With the Canadian National Exhibition growing in area, in prize list and in attendance, with the Western Fair constantly attracting from a wider area, it would seem that the result must necessarily be a lessening of interest in the county fairs, says the St. Thomas Times-Journal. All indications are to the contrary, however, and a good deal of credit for this may be given to the auto. During the past week at the annual Hamilton Conference of the Methodist church, the auto was attacked by one layman as being responsible for the lessening of attendance at rural churches and for taking money which should be going into the church treasury.

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

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

The effect of the auto on farm life in general can be tested by looking around the streets of county towns or smaller towns on a Saturday night. Formerly the farmer folks came in in the morning with produce—and left as soon as they could sell out. Today there is no such haste, for a greater distance can be covered in less time—and the horses are not taken away from farm work. A revolution, the effect of which has not really been appreciated, is the natural follow-up of the increased ownership on the farm. Many a farm wife will testify that it has meant the disappearance of monotony, since in pre-auto days it set away meaning harnessing up an already tired horse, with a limited radius. Now it is just a case of starting the family car, with a triple radius of possibility.

Sales Branch in South Africa

(Continued from Page One)

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

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

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

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

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

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

FORD SEMI-TRAILER OUTFIT WITH DETACHABLE BOXES

area or city, is a form of service from which the railroads should be nearly as completely relieved. All intra-city freight should be trucked, save that small proportion which, by reason of excessive weight or bulk, requires railroad equipments and roadbeds for its proper transportation.

Detachable Body Plan

Similarly the interchange of less-than-carload through freight between the terminals of various railroads coming into a given city or terminal, may be possible in entire relief. All intra-city freight should be trucked, save that small proportion which, by reason of excessive weight or bulk, requires railroad equipments and roadbeds for its proper transportation.

The use of motor trucks as feeders to railroad systems in such manner as to perform practically the function of branch lines is still in its infancy. Its possibilities deserve and doubtless, will receive increasing attention in the future. Few railroad branch lines of the present time are profitable; many—probably the majority—are operated at heavy losses. There is little incentive to establish new ones, or inducements to supply the funds required for such purposes.

Will Co-operate in Future

It is possible to imagine an extension of the same idea by which long distance, as well as short dis-



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

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

And never did Bunny have such adventures as are told in picture and rhyme in the new children's story book, "The Land of Getwuntoo," issued by the Ford Motor Co. of Canada. This delightful book is splendidly illustrated in full color and is in a series of children's books, prepared by the Ford Motor Co. of Canada.

The first book of the series, a collection of rhymes under the title "Happy Moments," was accorded such an overwhelming welcome that four editions were printed and distributed within a few months of its first appearance.

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

LINCOLN CAR WINS POLICE SPEED TESTS

Detroit, Mich.—Racing past the two-mile flag at a speed better than 80 miles an hour, a Lincoln seven-passenger touring model covered the distance from a standing start in 1 minute, 49 8-16 seconds on Oakwood boulevard.

When the police department contests to determine the qualifications of cars for bandit chasing were being held.

This time was eight seconds faster than the acceleration record of the Cadillac which took second place at a speed of 75 miles an hour. A Packard twin-six was one second behind the Cadillac at a speed of 75 miles an hour, with Paige and Peerless fourth and fifth.

In the half-mile acceleration contest from a standing start, Lincoln also snatched the victory, crossing the line in 38.3 seconds at a speed of 75 miles, the Packard and Cadillac tying for second place with records of 38.5.

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

THE FINISH—LINCOLN OUTDISTANCING MOTORCYCLES

Packard twin-six was one second behind the Cadillac at a speed of 75 miles an hour, with Paige and Peerless fourth and fifth.

HINDUS STUDY FORD CUT IN EXAM. PAPER

In the recent Government Technical Examinations for native students, held by the Indian Government one of the exercises was based upon the Ford price reduction and students were required to typewrite the revised prices of all standard Ford models and several special models and units of equipment such as spare tire and tube. This exercise was headed "The Universal Car" and indicates how closely the national welfare is related to reliable and economical transportation and that the importance of the Ford is fully recognized by the Indian Government.

SALES IN 120 DAYS TOP HALF MILLION

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

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

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

AUSTRALIA IS GOOD CUSTOMER FOR CANADIAN MADE FORDS

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

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

Ford Offers \$50,000 for the Lincoln Relics

Mr. Ford has offered to pay \$50,000 for the Oldroyd Lincoln Memorial collection, consisting of over 1,000 articles pertaining to the martyred President, which has been on display for several years in the house in which Abraham Lincoln died.

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

