

1953

Fifty Years Forward With Ford

Ford Motor Company

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1903



1953

50 Years Forward with Ford



1903-Model A



1905-Model B



1906-Model K



1906-Model N



1908-Ford open touring



1914-Ford pick-up truck



1915-Ford 5 passenger sedan



1923-Ford coupe



1926-Ford open touring



1928-Ford Tudor sedan



1932-Ford Tudor V8



1935-Ford coupe



1936-Lincoln Zephyr Fordor sedan



1947-Lincoln Continental cabriolet



1949-Ford Fordor sedan



1953- Monterey

The Dream that put the World on Wheels

"I will build a motor car for the great multitude. It will be large enough for the family, but small enough for individuals to run and care for. It will be constructed of the best materials, by the best men to be hired, after the simplest designs that modern engineering can devise. But it will be so low in price that no man making a good salary will be unable to own one—and enjoy with his family the blessing of hours of pleasure in God's great and open spaces."

—HENRY FORD

It was in these words that the late Henry Ford once summed up the youthful dream which literally "put the world on wheels."

Mr. Ford was born on a Michigan farm on July 30, 1863, the year in which the Civil War came to an end. In Canada, the idea of Confederation was being discussed for the first time.

At that time most people on this continent lived in the country or in small towns. Agriculture was by far the dominant industry. Men and women had to work very hard for a living. Most of the essentials of life were either grown or made with their own hands.

The age of electricity was in its infancy. The steel industry of America was just beginning to take shape: There were no cement

roads or sidewalks, no automobiles, no telephones, no movies. Indoor plumbing was a primitive luxury. As yet there was no transcontinental railway.

Henry Ford, as one biographer put it, was a boy who "liked machines better than anything." Through his love of machinery he was able to be of great service to humanity when he became a man.

At 11 he blew up his mother's teapot in an experiment to satisfy his curiosity about the power of steam. At 12 he built a water-wheel to turn the family coffee grinder. At 15 he was known throughout the district for his skill in repairing watches, and a year later he left home to learn his trade as a machinist. At 20 he built a steam-powered "farm locomotive" that was to be the forerunner of the modern farm tractor.

Mr. Ford was a prosperous, newly-married farmer when he chanced upon an item in a magazine which fired his imagination. It told how a German inventor had built a gas engine on a new principle. Later he saw one of these engines in Detroit.

"I have been on the wrong track," he told his wife. "What I would like to do is make an engine that will run by gasoline and have it do the work of a horse."

He gave up his farm and moved to Detroit. Working at nights and over weekends in a shop behind his home, he completed in 1896 his first car and at 4 a.m. on June 4 he took it out for its first trial run. It was the third "horseless

carriage" built in North America.

In ensuing years, to attract the financial backing he needed for the great venture that was in his mind, he built racing cars and risked his life to establish new speed records. It was not until 1903, after two unsuccessful experiences, that he was able to form the Ford Motor Company. It was incorporated on June 16.

From the beginning Mr. Ford was determined to build an automobile so simple that anyone could drive it, so rugged that it would stand up under the roughest use. This was to be "the car for the multitude".

Long before his death in 1947, Mr. Ford had seen his dream come true in a way that even he could not have believed possible. By 1947 there had been 35,000,000 Ford vehicles put into use (by 1953, 45,000,000). He had given mobility and pleasure to millions of people. He had freed the farmer from isolation. He had lightened toil and brought richer rewards, new dignity to the working man.



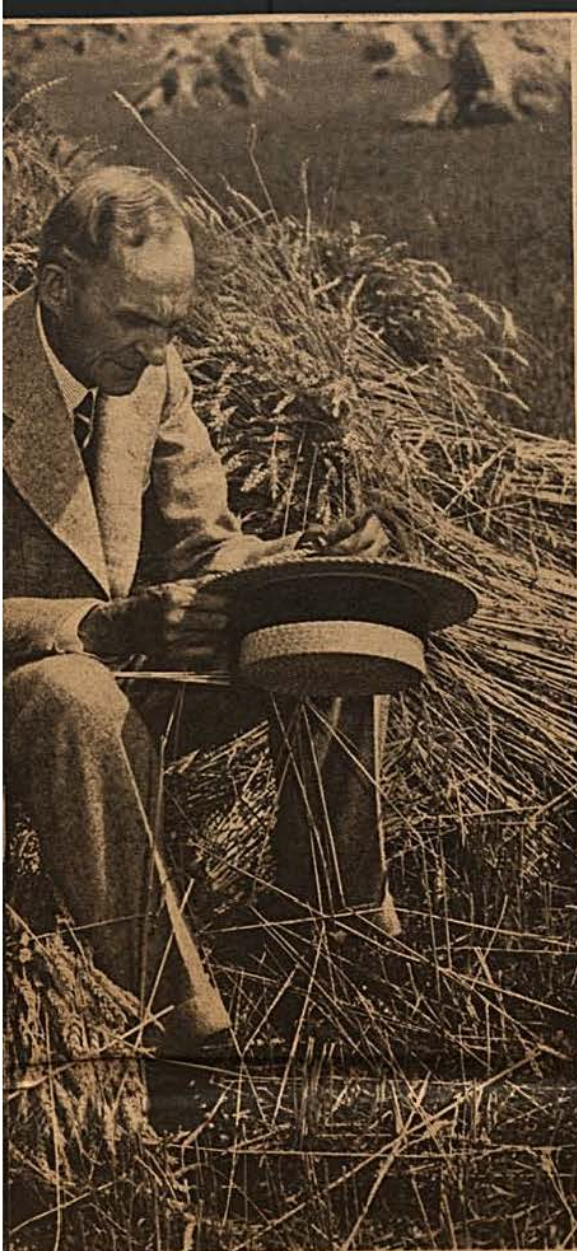
Henry Ford worked day and night for 24 months to build his first car, finished it at 4 a.m. on June 4, 1896, and was so excited he took it out for a trial spin in spite of a torrential rain. (Reproduction of a painting by Norman Rockwell).



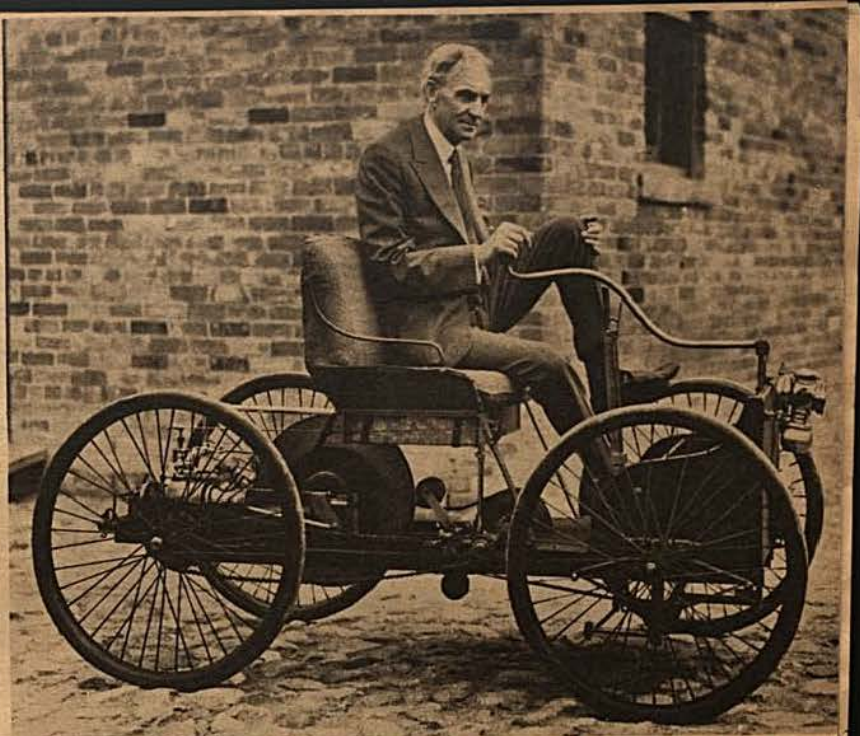
Interior of the tiny workshop in which Ford built his first automobile, with makeshift materials, crude tools, and simple sketches he made up as he went along.



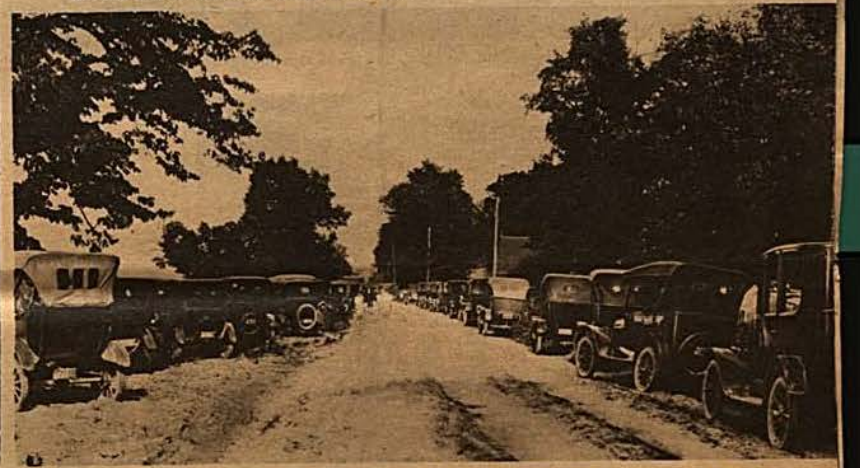
The brick workshop that stood originally behind the house at 58 Bagley Avenue, Detroit, was moved and restored on a site in Greenfield Village, Ford Museum.



Ford never lost his love of the land, often roamed the farm where he was born, and dreamed up great ideas while relaxing in the open fields.



On anniversaries and special occasions, Mr. Ford needed no urging to go for a spin in his first car. Now in Greenfield Village, it still runs.



No scene could better portray the fulfillment of Ford's dream that the automobile would take families out into "God's great and open spaces".



The world on wheels, 1953 style. Automobile registrations in Canada had passed the 3,000,000 mark by the end of 1952, promised to reach 5,000,000 within another quarter-century. So essential is the motor car in modern living that a recent survey

revealed that only 9 per cent of all mileage driven by Canadian motorists can be classed as "pleasure driving", and 65 per cent of all driving has to do with making a living.

Ford found the Key to Mass Production

In the beginning the Ford car was virtually hand-built. Even in 1910, the year after the birth of the Model T, total production of the United States company was only 10,607.

The basic principle of mass production in industry was not new. Eli Whitney had applied it in the making of muskets. But Ford was the first to visualize its possibilities on the grand scale, and the first to devise the moving assembly line.

The first attempt to use the moving line was made in the spring of 1913, in the production of the flywheel magneto for the Model T. After some experimentation, the time of assembly per magneto had been cut from 20 minutes to five minutes.

In August, 1913, the principle was tried out for the first time on the biggest job of all, the chassis assembly. A rope and windlass towed a chassis down an imaginary line of 250 feet long to blaze the trail for the millions that were to follow.

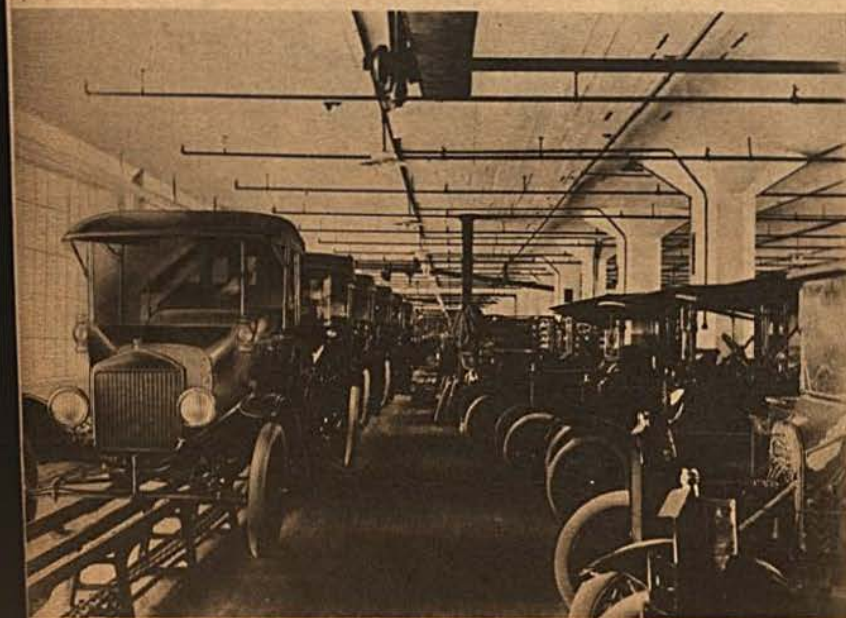
Before that time each chassis was assembled in a fixed location. There were 50 such locations in the Ford (U.S.) plant, on which a total of 100 chassis could be assembled at one time by 500 assemblers and 100 helpers supplying the materials. The average time for the assembly of a single chassis was 14 hours; the record was 12 hours 28 minutes.

On the tow rope assembly line experiment, six men walked along with the moving chassis, picking up parts from piles placed at intervals, and reduced the assembly time to less than six hours. In a matter of weeks a chain-driven line had been devised and the chassis assembly time was cut to 1 hour 33 minutes. Thus the assembly line was born.

The following is quoted from "The Wild Wheel", by Garet Garrett:

"The only source of profit was work—not hard work, but work well done. His (Mr. Ford's) definition of work well done was to create something that satisfied a human want and sell it at a price everybody could afford to pay. That meant to create it in great quantity. Men working with their hands could never produce that result, nor could they earn high wages. Moreover, you would never be able to find enough men with skill in their hands.

"A million men working with their hands," Mr. Ford said, "could never approximate our daily output." And even if they could, how could you manage a million men? But if you built skill into the machine, set the machines close together, and caused the material to flow continuously through them, then you did two things at once, namely, you made it possible for even unskilled workers to earn high wages and, secondly, with the product you satisfied human wants that could not otherwise have been satisfied at all—provided only the workers were willing to mind the machines with diligence."



By the time World War I broke out in 1914, the production of Model T's was almost completely on an assembly line basis.



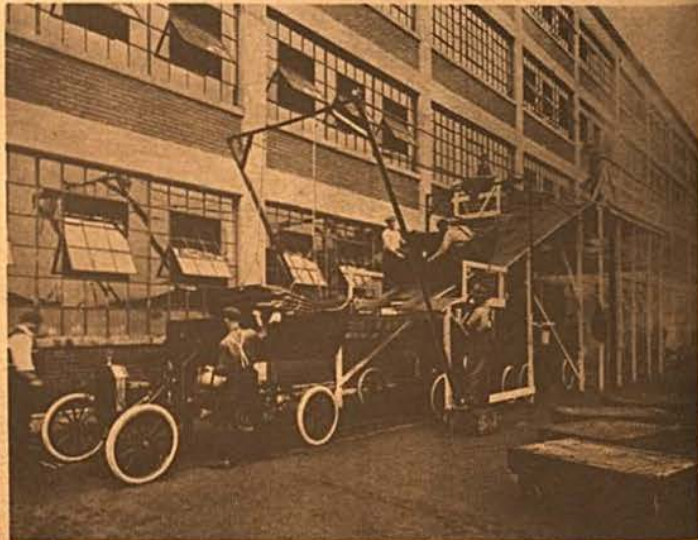
Up to the spring of 1913 the chassis for Model T's were assembled at fixed locations. Average assembly time per chassis was 14 hours.



The first chassis assembly line comprised a rope and windlass, the frame being dragged along the floor. This was the first mechanically driven line.



The moving assembly line reduced the time for assembly of a chassis from 14 hours to 1 hour 33 minutes within a matter of months.



The early method of bringing body and chassis together employed a long slide outside the building, human hrawn to drop the body into place.

The Ford of Canada Story

Early in 1904, a small group of far-sighted Windsor, Ontario, businessmen approached Henry Ford and his fellow shareholders in Ford Motor Company at Detroit, to negotiate for the right to produce and sell Ford products in Canada and in certain other areas of the British Empire. The negotiations proved successful and Ford Motor Company of Canada, Limited, was incorporated August 17, 1904. Capitalization of the company was \$125,000, of which one-half was put up in cash, and the other half of the stock went to Mr. Ford and his fellow shareholders in the United States company.

Operations were begun almost at once in a small plant formerly known as the Walkerville Wagon Works, situated on the bank of the Detroit River about where the offices of the company stand today. Materials were brought by the wagonload from Detroit on the ferries, and occasionally production was halted for an hour or two while some missing part was obtained from the parent company.



The original plant of Ford of Canada, a former wagon works.

The first car was completed some time in the early fall of 1904, but the first recorded sale was in February, 1905, when three units were sold to the Canada Cycle and Motor Company in Toronto, a distributor. In all, 117 cars were assembled during the first 12 months of operation, about as many as are produced in two hours in the

modern plant. There were 17 employees. The total payroll for the first year, including the salary of the general manager, was only \$12,000. In 1952 Ford of Canada paid out more than \$52,000,000 in wages and salaries.

From the inception of Ford of Canada to date, the company has produced more than 2,800,000 pas-

senger cars and trucks. The cumulative total of Ford of Canada's sales from 1904 to the end of 1952 was \$3,160,000,000. In addition, its five wholly-owned subsidiary companies in Australia, South Africa, New Zealand, India and Malaya had cumulative sales in the same period amounting to \$950,000,000 for vehicles and other products obtained from sources other than the Canadian company. About 30 per cent of all vehicles produced, and about 45 per cent of the 48-year total of sales income, have been in the seven years 1946 to 1952 inclusive.

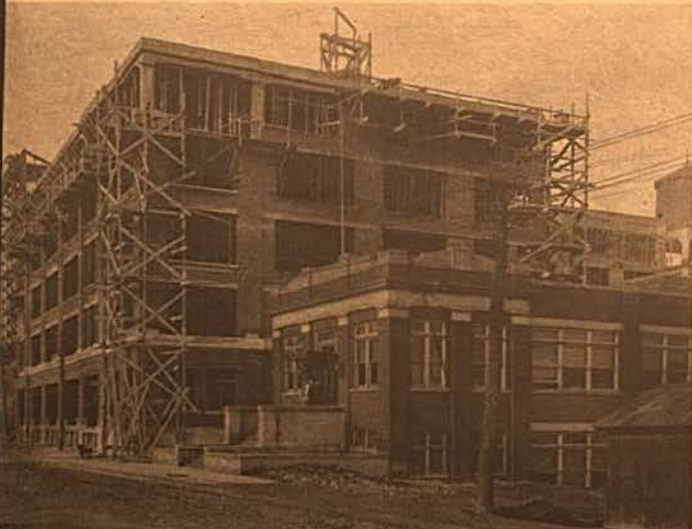
Ford of Canada was the first automobile company in the Dominion, and the first company outside the United States to bear the Ford name. It is the only automobile company in Canada which is not a branch of an American or British company, and 75 per cent of its 14,500 shareholders are resident in Canada. With rare exceptions its officers and senior executives were born and raised in this country.



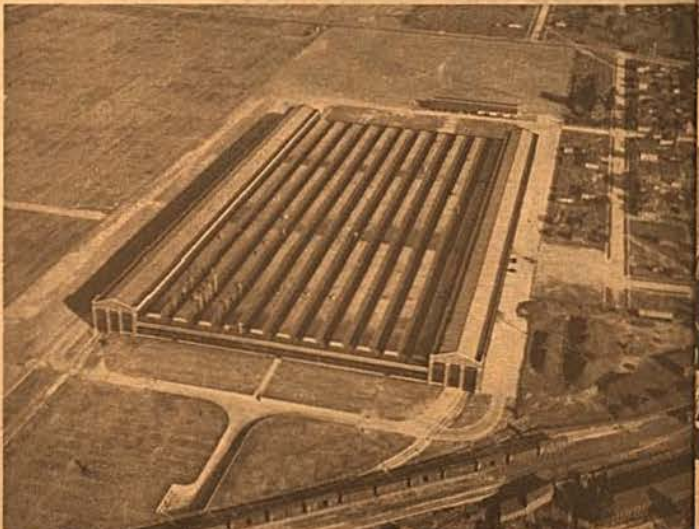
In 1910, the original plant was surrounded by the 4-storey building on the riverfront, an office building, and other structures. In winter, ice floes battered against a retaining wall east of the plant, where the coal dock and supervisory parking area are today.



In 1922 Ford of Canada's expanding business demanded more space and Plant 2 was built. It had a total floor area of 640,432 square feet and machine shop operations were moved from the riverfront buildings to the new plant, then classed as one of the largest in the Empire.



In 1915 the old wagon works was razed to make way for a six-storey building, which most people at the time regarded as the most modern plant in the country. It was used for general manufacturing and for vehicle assembly. Today much of it is given over to offices.



In 1937 all final assembly operations of the company were brought together under one roof when Plant 4 was constructed. With 571,000 square feet of floor space, it also housed all body assembly and paint operations. During World War II almost 400,000 military units were assembled here.



An impressive aerial view of the Ford of Canada plant in Windsor, Ontario, about 1928. The picture was taken from above the Detroit River, looking south. The power house, in foreground, was built in 1923.

These men have given Leadership to Ford Motor Company of Canada



GORDON M. MCGREGOR headed the group which incorporated the company, served as General Manager from 1904 until his death in 1922.



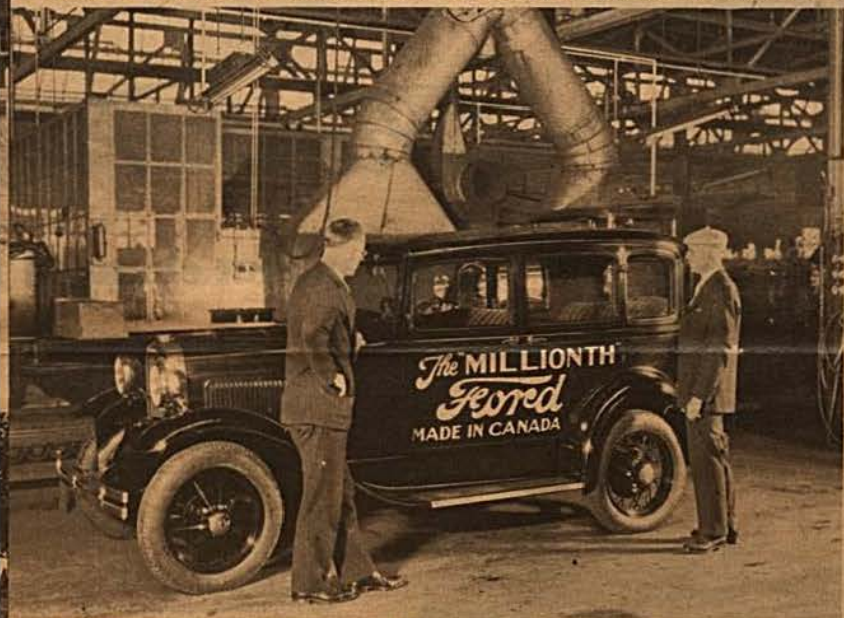
WALLACE R. CAMPBELL joined Ford of Canada in 1905, became its president in 1929, was Chairman of the Board at his death in 1947.



DOUGLAS B. GREIG, who had been with the company from 1919, became president in April, 1946, and retired on January 1, 1950.



RHYS M. SALE, who became president of Ford of Canada on January 1, 1950, has been with the company since 1915, has held many positions.



The 1,000,000th vehicle produced by Ford of Canada, a Model A, came off the line in March, 1931, with Wallace R. Campbell, president, and George E. Dickert, General Superintendent, looking on with pride.



Production of civilian passenger cars was suspended in 1941 because of the war, and Ford of Canada's first postwar model was driven off the final assembly line in January, 1946, by Rhys M. Sale, then general sales manager, now president of the company.



While records show that some experimental work was done on crude forms of armored cars, principal vehicles supplied by Ford of Canada for military purposes in World War I were field ambulances like this, and a number of standard passenger cars.



In World War II Ford of Canada's Windsor plant was the largest single source of military land transport in the British Empire, produced 50 types of military vehicles. Output totalled 380,000 units, of which 47,000 were armored vehicles, like this Universal Carrier.

*Down by the depot
to see the trains go by...*



*Rural mails went
through in all
kinds of weather*



*All the family went to
church in Model T days*



*"Quick, get out the
Ford and hurry for
the doctor!"
Down to Old Aunt Mary's
for Sunday dinner*



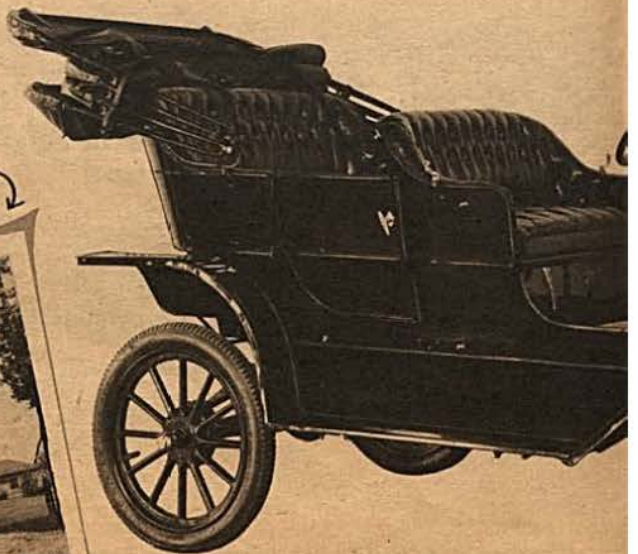
Ford Sterling was starred in "The Hunter"



*The weekly shopping trip
became a pleasure*



*Proud farmers took produce to
market by Model T truck*



The Ford

The Car that changed

Never in all history has there been a thing mechanical which aroused such love and affection in human hearts as the Ford Model T. And there never was and never will be a car that could make a greater impact upon the lives of millions of people.

The Model T was the car Henry Ford had in mind when he said he wanted to build "an automobile for the multitude". The first one was produced on October 1, 1908, and proceeded to chug its way into history — heroine of a million journeys, butt of uncounted jokes, but the most famous automobile of all time. It became the symbol of low-cost, reliable transportation and catapulted Henry Ford and the Ford companies into the top rank of world industries. When the Model T gave way at last to the Model A 19 years later, more than 15,000,000 had been put into service on the roads of the world.

In producing the Model T, the aim of Henry Ford had been to develop the "universal car". Its essence was simplicity. Mass production made it possible.

Mr. Ford admitted the Model T was not the best automobile that, at that time, he knew how to design. He simply said the roads of 1908 were bad. He was going to build a car that would run through anything. He did.

At one time the Model T sold in the United States for \$290, without extras. But it was the extras that keep her in loving memory. Dashing items like rubber hood





Model "T"

the lives of Millions

silencers, tool chests, tire-patching outfits, clamp-on dash-lights, and the flower vase were an important part of ownership. Model T was without frills. Gasoline level was measured with a stick. It had no bumpers. Its roar down a country road at a 45-mile-an-hour top speed was a delight to the automotive-minded.

The Model T popularized the left-hand steering wheel. It was the first car to use vanadium steel, first to have its motor block cast as a single unit, first to have a removable head for easy access to pistons and cylinders.

Operation of the Model T was simple. The transmission was of the planetary type, the same principle used in modern-day automatic transmissions. Control was by three foot pedals, clutch, reverse and brake. Its heady acceleration, the fastest on the road, was obtained by pulling the hand throttle down hard and shoving the left foot against the low-speed pedal.



It is estimated that there are 100,000 Model T's still on the world's highways, including possibly 15,000 in Canada. Model T motors can be found running

power saws in backwoods areas, attached to home-made farm churns, or powering generators in small shops.

Wherever found, the Model T is regarded with the respect, amusement or affection due the nostalgic memories of when Americans and Canadians first took to wheels on back country roads or newly paved highways.

The Model T would go anywhere the sportsman wanted to go

Proudest schoolmarm in the county (with her shiny Model T)



Wonder what Dad was saying to Mom in that 'dashing roadster'?



The veterinary and his Model T were always on call



Posing proudly for a picture at the community picnic. Many a livery stable or implement shop became a garage



The versatile Ford lightened the farmer's tasks



Model T made better roads necessary, helped to build them.

SNAPSHOTS

from the
Ford Scrapbook
1903 - 1953



One of the last photographs of Henry Ford, and his wife, Clara Bryant Ford, with Henry Ford II. It was taken a few months before Mr. Ford's death in 1947. The car was the first one built by Mr. Ford, in 1896.



As Ford Motor Company of the United States moves into its second half-century, Henry Ford II (standing), the company's president since 1945, and his brothers, Benson (left) vice president and general manager of the Lincoln-Mercury division, and William Clay, vice president and general manager, Special Products Operations, carry on traditions of automotive progress handed down by their grandfather, Henry Ford, and their father, Edsel Ford.

Time for the Week ending June 20, 1903

NAMES.	S M T W T F S							Total Time.	Rate per Day.	Amount.	
	1903	1903	1903	1903	1903	1903	1903			Doll.	Cts.
W. E. Gould	✓	✓	✓	✓	✓	✓	✓	51	31 1/2	16	-
H. L. Over	✓	✓	✓	✓	✓	✓	✓	51	25 1/2	13	-
G. H. Egenen	✓	✓	✓	✓	✓	✓	✓	58	22 1/2	13	05
Overtime	✓	✓	✓	✓	✓	✓	✓	12	2	70	-
R. H. Kettlwell	✓	✓	✓	✓	✓	✓	✓	60	30	18	-
H. Young	✓	✓	✓	✓	✓	✓	✓	47	18 1/2	8	75
J. Wanders	✓	✓	✓	✓	✓	✓	✓	60	13 1/2	8	-
Overtime	✓	✓	✓	✓	✓	✓	✓	13	1	73	-
H. Boyce	✓	✓	✓	✓	✓	✓	✓	078	7	-	-
											852.5

In the first week of operation, in 1903, the payroll of Ford Motor Company in the United States totalled \$85.23. By 1953 the U.S. company's payroll had skyrocketed 200,000 times - to more than \$17,000,000 weekly, and the number of employees had reached 168,000. Ford of Canada's payroll exceeds \$1,000,000 a week for its 15,000 employees.



This strange car helped set the automobile industry free. Henry Ford built it in 1907 from early French patents and used it in winning the famous Selden patent suit. Ford alone among early automakers fought Selden's monopolistic grip on the infant industry.



Henry Ford pioneered mechanized farming with this farm "locomotive"



To win public attention and attract financial backing, Ford designed and drove early racing cars which set world records. Here he is with "999", the most famous racer of all, with Barney Oldfield at the wheel.

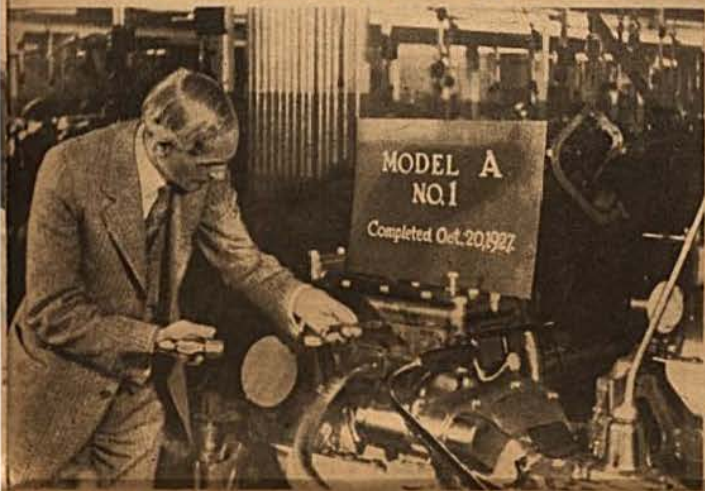


Above is the 1953 model of the Ford tractor, now



A group picture of 12,000 Ford Motor Company employees at Highland Park, Mich., in 1913, involved the largest number of persons ever assembled for a single commercial photograph. Since the em-

ployees were paid during the period the picture was taken, thereby costing the company many thousands of dollars in time and loss of production, it was the most expensive single picture ever taken.



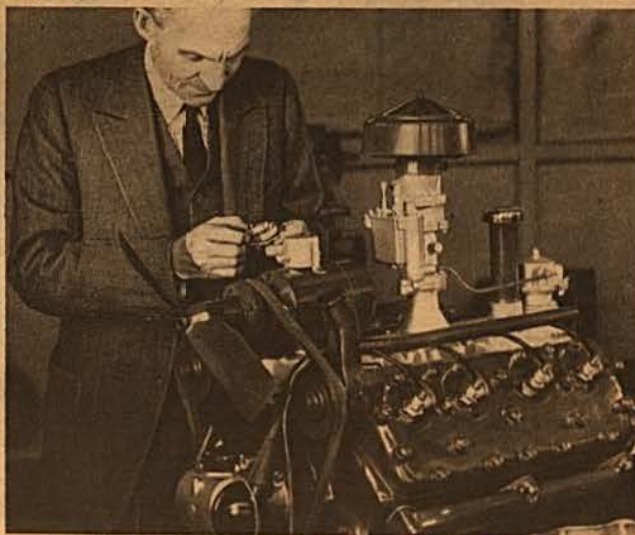
Henry Ford was a perfectionist, and he delayed the start of production of the Model A until he was sure the car came up to his expectations in every respect. Here he inspects the first Model A, completed October 20, 1927.



Only seven years after the Wright Brothers' first airplane flight, Ford Motor Company spent \$1,860 for aeronautical research (1910), but did not resume air pioneering until 1925, by building the first successful metal transport plane in the U.S. (Ford Stout). The company also started the first regularly scheduled freight airline, carrying mail between Dearborn, Chicago and Cleveland, and developed the first radio beam for guiding planes between cities. Edsel Ford (left) was keenly interested in aircraft development.



or "auto plow" which he built in 1905. By 1917 he was mass producing gasoline driven farm tractors.



Henry Ford checks over the first V-8 engine, produced on March 9, 1932.



widely popular because of its compactness, versatility, power and durability.

V-8

Through 20 years the Ford organization has built over 13,000,000 V-8 engines, more than all other manufacturers combined.



Henry Ford and his grandson, Henry II, examine a model of the plant. The picture was taken shortly after Henry II took over the presidency of the company in 1945.

FORD AROUND THE WORLD



The first company to bear the name of "Ford" outside the United States, and for that matter outside the immediate Detroit area, was Ford Motor Company of Canada, Limited, incorporated August 17, 1904, at Windsor, Ontario.

In the past half-century the Ford organization has extended to all corners of the world, with manufacturing and assembly plants in 25 countries and a network of sales and service staffs to serve people of a hundred nationalities and a thousand tongues.

In the United States, there are manufacturing plants, exclusive of the huge factories in the Dearborn area, at Buffalo, N.Y., Brooklyn, Mich., Canton, Ohio, Centreline (Mound Road), Mich., Chicago, Ill., Cincinnati, Ohio, Cleveland, Ohio, Dundee, Mich., Green Island, N.Y., Highland Park, Mich., Manchester, Mich., Milford, Mich., Monroe, Mich., Northville, Mich., Ypsilanti, Mich., Waterford, Mich., Ishpeming, Mich. (mining), Alpha, Mich. (mining), L'Arise and Alberta, Mich. (sawmills).

In addition, there are many assembly plants throughout the United States, including those at Atlanta, Ga., Buffalo, N.Y., Chester, Pa., Chicago, Ill., Dallas, Texas, Edgewater, N.J., Kansas City, Mo., Long Beach, Calif., Los Angeles, Calif., Louisville, Ky., Memphis, Tenn., Metuchen, N.J., Norfolk, Va., Richmond, Calif., St. Louis, Mo., Somerville, Mass., Twin City (St. Paul), Minn., Wayne, Mich., Detroit, Mich.

Manufacturing plants outside the United States include those of Ford of Canada at Windsor and Oakville, Ont.; Dagenham, Eng.; Poissy, France, and Cologne, Germany. In addition there are sales and assembly operations in: Buenos Aires, Argentina; Geelong, Australia; Antwerp, Belgium; Sao Paulo, Brazil; Santiago, Chile; Copenhagen, Denmark; Alexandria, Egypt; Cork, Eire; Helsinki, Finland; Bombay, India; Bologna, Italy; Singapore; Mexico City, Mexico; Amsterdam, The Netherlands; Lower Hutt, New Zealand; Lisbon, Portugal; Port Elizabeth, South Africa; Barcelona, Spain; Stockholm, Sweden; Montevideo, Uruguay. The companies in Australia, India, Malaya, New Zealand and South Africa are wholly-owned subsidiaries of Ford Motor Company of Canada.

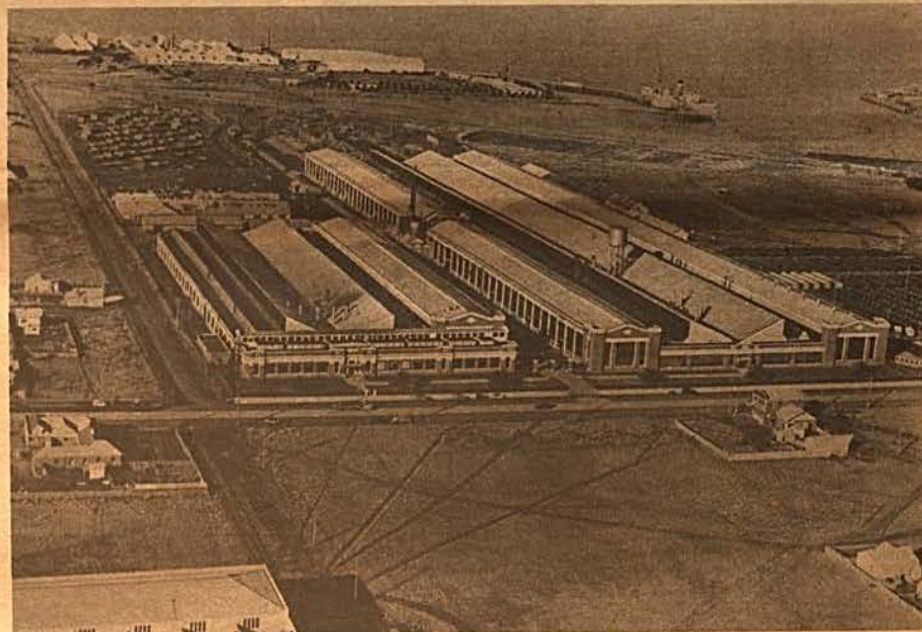
Products of Ford of Canada, or its subsidiary companies, have found their way into such faraway places as the Fiji Islands, Madagascar, Gold Coast, Tanganyika, Ceylon, Seychelles Islands, Siam. The problems of the automotive engineer can be imagined from the fact that the same automobile, built in a Canadian plant, may have to give dependable service in the snowbound fastnesses of Canada's Far North at temperatures of 50 degrees below zero, or on a torrid Australian desert where the mercury may rise to 140 degrees in the noon-day sun.

Ford of Canada's first overseas subsidiary company was established in South Africa in 1923. Today the five overseas companies have a combined employment of about 9,500 persons, and there are almost 1,300 dealers serving the vast overseas territory.

Manufacturing
and Assembly Plants
and Sales and Service Depot
all around the globe.



Completed in 1948, the plant of Ford Motor Company of South Africa, Limited at Port Elizabeth is one of the finest and most modern factories in the Commonwealth, and employs almost 1,100 persons. The original South-African plant had been established in 1923.



Largest manufacturing plant among Ford of Canada overseas subsidiaries is that of Ford Motor Company of Australia (Pty.) Limited at Geelong. Including employees at branches in Sydney, Brisbane, Adelaide and Fremantle, the Australian company has almost 6,700 persons on its payrolls at present.



Many vehicles destined for overseas countries are shipped from Ford of Canada's plant in knocked-down condition for assembly abroad.



Crating of components for vehicles, to be assembled overseas, requires skill and care on the part of the packing crews.

The People of Ford



"Youngest" of Ford of Canada's subsidiary companies overseas, Ford Motor Company of New Zealand, Limited, established its plant at Lower Hutt, near Wellington, in 1936. It has 600 employees.



Ford Motor Company of India, Limited, occupies rented premises in Bombay. The company has 800 employees in India.



The building occupied by Ford Motor Company of Malaya, Limited, in Singapore, also is rented. It has 400 employees.

As a chain is only as strong as its weakest link, so does the strength of an industrial organization depend upon the people who comprise it. Ford of Canada has an organization to be proud of.

More than 15,000 men and women are employed by Ford of Canada. Men, of course, are in the majority, because no females are engaged in plant operations of any kind. The feminine representation is wholly in the offices.

Few companies have a more cosmopolitan working force. In Ford of Canada's Windsor plant, there are people representing more than 45 different races, although English, Irish, Scotch and French predominate. These people work together in perfect harmony and the blending of races offers proof that teamwork in industry provides an excellent common denominator.

The employees of Ford of Canada take pride in the products they make, and in the skill and craftsmanship which goes into every car and truck and part.

Outside working hours, the employees find opportunities for recreation and fellowship in a program of sports, hobbies and other activities.

At May 31, the minimum hiring rate at Windsor and Oakville (including 16 cents cost of living allowance) was \$1.39. Increases of five cents per hour at the end of 160 hours of satisfactory service, and again after 320 hours, bring the minimum wage after 320 hours of service to \$1.49.

Employee benefits include a pension plan and a group life, disability and hospitalization plan, for which the company bears the entire cost; paid vacations and several paid statutory holidays; plant hospitals and medical services; canteens at which employees may purchase food at virtual cost; good working conditions generally.



Henry McKee
Trim Stock Dept.



Herman St. Pierre
Panel Assembly



Eddie Nantau
Lathe Operator



Sam Lajoie
Millwright



John DeLisle
Driver



Denis Belouquin
Welder



William Perry
Foundry



Robert Weepers
Garage



Catharine Steer
Communications



Jack Wright
Plant Protection

BRIEF FACTS ABOUT FORD OF CANADA

- Cumulative production of cars and trucks since the inception of the company in 1904 passed the 2,800,000 mark in May, 1953—substantially more than have been produced by any other Canadian company.
- Company has paid out \$664,000,000 in wages and salaries to Canadian employees since 1904 to end of 1952. Payroll now averages more than \$1,000,000 a week. Employee benefits, such as pensions, group life and disability insurance, hospital plan, workmen's compensation and unemployment insurance, cost an additional \$100,000 weekly.
- Employment in Canada (including Windsor and Oakville plants, district offices and depots) now exceeds 15,000.
- Total floor area under roof (Windsor and Oakville plants and offices, parts depots, district offices, etc.) now exceeds 100 acres.
- 75 per cent of Ford of Canada's 14,500 shareholders are resident in Canada.

FORD AROUND THE WORLD

The first company to bear the name of "Ford" outside the United States, and for that matter outside the immediate Detroit area, was Ford Motor Company of Canada, Limited, incorporated August 17, 1904, at Windsor, Ontario.

In the past half-century the Ford organization has extended to all corners of the world, with manufacturing and assembly plants in 25 countries and a network of sales and service staffs to serve people of a hundred nationalities and a thousand tongues.

In the United States, there are manufacturing plants, exclusive of the huge factories in the Dearborn area, at Buffalo, N.Y., Brooklyn, Mich., Canton, Ohio, Centreline (Mound Road), Mich., Chicago, Ill., Cincinnati, Ohio, Cleveland, Ohio, Dundee, Mich., Green Island, N.Y., Highland Park, Mich., Manchester, Mich., Milford, Mich., Monroe, Mich., Northville, Mich., Ypsilanti, Mich., Waterford, Mich., Ishpeming, Mich. (mining), Alpha, Mich. (mining), L'Anse and Alberta, Mich. (sawmills).

In addition, there are many assembly plants throughout the United States, including those at Atlanta, Ga., Buffalo, N.Y., Chester, Pa., Chicago, Ill., Dallas, Texas, Edgewater, N.J., Kansas City, Mo., Long Beach, Calif., Los Angeles, Calif., Louisville, Ky., Memphis, Tenn., Metuchen, N.J., Norfolk, Va., Richmond, Calif., St. Louis, Mo., Somerville, Mass., Twin City (St. Paul), Minn., Wayne, Mich., Detroit, Mich.

Manufacturing plants outside the United States include those of Ford of Canada at Windsor and Oakville, Ont.; Dagenham, Eng.; Poissy, France, and Cologne, Germany. In addition there are sales and assembly operations in: Buenos Aires, Argentina; Geelong, Australia; Antwerp, Belgium; Sao Paulo, Brazil; Santiago, Chile; Copenhagen, Denmark; Alexandria, Egypt; Cork, Eire; Helsinki, Finland; Bombay, India; Bologna, Italy; Singapore; Mexico City, Mexico; Amsterdam, The Netherlands; Lower Hutt, New Zealand; Lisbon, Portugal; Port Elizabeth, South Africa; Barcelona, Spain; Stockholm, Sweden; Montevideo, Uruguay. The companies in Australia, India, Malaya, New Zealand and South Africa are wholly-owned subsidiaries of Ford Motor Company of Canada.

Products of Ford of Canada, or its subsidiary companies, have found their way into such faraway places as the Fiji Islands, Madagascar, Gold Coast, Tanganyika, Ceylon, Seychelles Islands, Siam. The problems of the automotive engineer can be imagined from the fact that the same automobile, built in a Canadian plant, may have to give dependable service in the snowbound fastnesses of Canada's Far North at temperatures of 50 degrees below zero, or on a torrid Australian desert where the mercury may rise to 140 degrees in the noon-day sun.

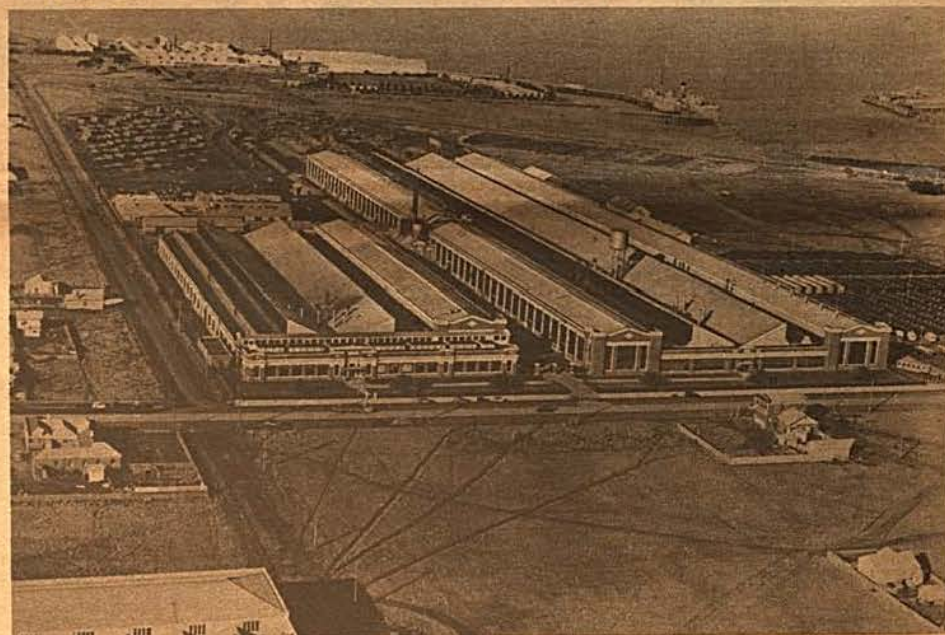
Ford of Canada's first overseas subsidiary company was established in South Africa in 1923. Today the five overseas companies have a combined employment of about 9,500 persons, and there are almost 1,300 dealers serving the vast overseas territory.



Manufacturing
and Assembly Plants
and Sales and Service Depots
all around the globe.



Completed in 1948, the plant of Ford Motor Company of South Africa, Limited at Port Elizabeth is one of the finest and most modern factories in the Commonwealth, and employs almost 1,100 persons. The original South African plant had been established in 1923.



Largest manufacturing plant among Ford of Canada overseas subsidiaries is that of Ford Motor Company of Australia (Pty.) Limited at Geelong. Including employees at branches in Sydney, Brisbane, Adelaide and Fremantle, the Australian company has almost 6,700 persons on its payrolls at present.



Many vehicles destined for overseas countries are shipped from Ford of Canada's plant in knocked-down condition for assembly abroad.



Crating of components for vehicles, to be assembled overseas, requires skill and care on the part of the packing crews.

The People of Ford

As a chain is only as strong as its weakest link, so does the strength of an industrial organization depend upon the people who comprise it. Ford of Canada has an organization to be proud of.

More than 15,000 men and women are employed by Ford of Canada. Men, of course, are in the majority, because no females are engaged in plant operations of any kind. The feminine representation is wholly in the offices.

Few companies have a more cosmopolitan working force. In Ford of Canada's Windsor plant, there are people representing more than 45 different races, although English, Irish, Scotch and French predominate. These people work together in perfect harmony and the blending of races offers proof that teamwork in industry provides an excellent common denominator.

The employees of Ford of Canada take pride in the products they make, and in the skill and craftsmanship which goes into every car and truck and part.

Outside working hours, the employees find opportunities for recreation and fellowship in a program of sports, hobbies and other activities.

At May 31, the minimum hiring rate at Windsor and Oakville (including 16 cents cost of living allowance) was \$1.39. Increases of five cents per hour at the end of 160 hours of satisfactory service, and again after 320 hours, bring the minimum wage after 320 hours of service to \$1.49.

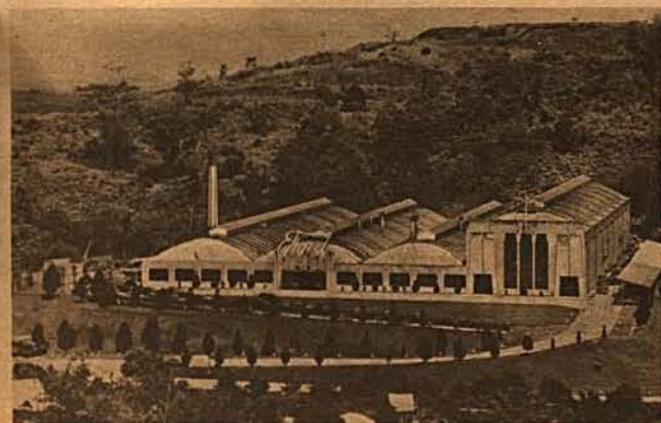
Employee benefits include a pension plan and a group life, disability and hospitalization plan, for which the company bears the entire cost; paid vacations and several paid statutory holidays; plant hospitals and medical services; canteens at which employees may purchase food at virtual cost; good working conditions generally.



"Youngest" of Ford of Canada's subsidiary companies overseas, Ford Motor Company of New Zealand, Limited, established its plant at Lower Hutt, near Wellington, in 1936. It has 600 employees.



Ford Motor Company of India, Limited, occupies rented premises in Bombay. The company has 500 employees in India.



The building occupied by Ford Motor Company of Malaya, Limited, in Singapore, also is rented. It has 400 employees.

BRIEF FACTS ABOUT FORD OF CANADA

- Cumulative production of cars and trucks since the inception of the company in 1904 passed the 2,800,000 mark in May, 1953—substantially more than have been produced by any other Canadian company.
- Company has paid out \$664,000,000 in wages and salaries to Canadian employees since 1904 to end of 1952. Payroll now averages more than \$1,000,000 a week. Employee benefits, such as pensions, group life and disability insurance, hospital plan, workmen's compensation and unemployment insurance, cost an additional \$100,000 weekly.
- Employment in Canada (including Windsor and Oakville plants, district offices and depots) now exceeds 15,000.
- Total floor area under roof (Windsor and Oakville plants and offices, parts depots, district offices, etc.) now exceeds 100 acres.
- 75 per cent of Ford of Canada's 14,500 shareholders are resident in Canada.



Henry McKee
Trim Stock Dept.



Herman St. Pierre
Panel Assembly



Eddie Nantau
Lathe Operator



Sam Lajoie
Millwright



John DeLisle
Driver



Denis Belouquin
Welder



William Perry
Foundry



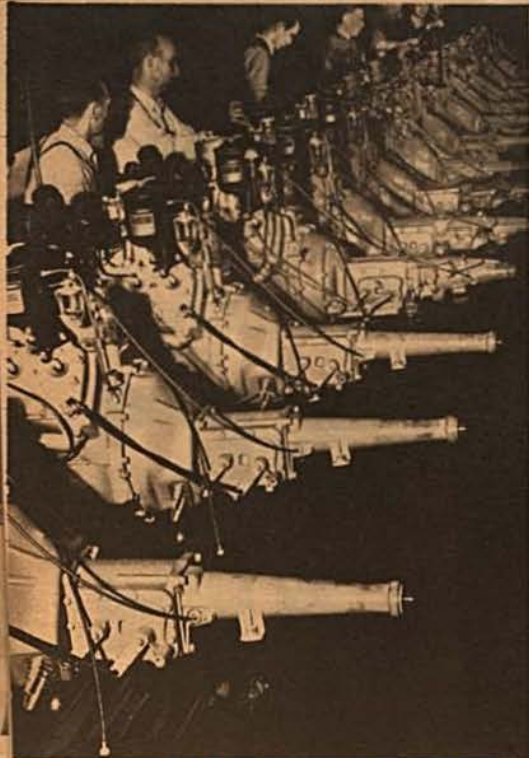
Robert Weepers
Garage



Catharine Steer
Communications



Jack Wright
Plant Protection



Famous Ford V-8 engines move along the assembly line for the installation of such things as carburetors, fuel pumps, oil conditioners, generators, distributors, spark plugs, wiring, gear-shift control rods.

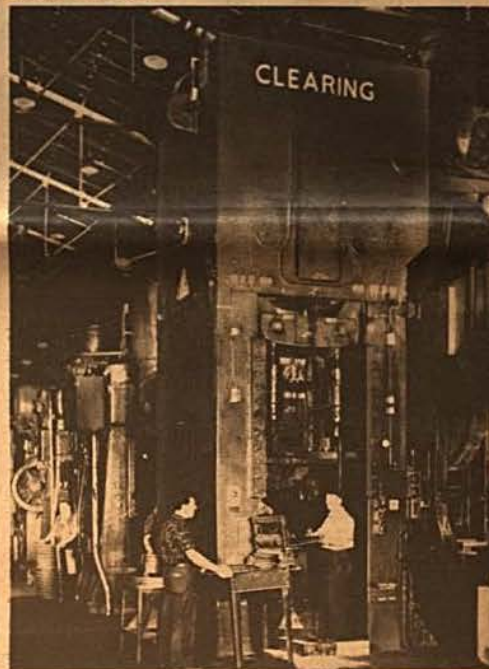


Really eight machines in one, coupled together to form a single unit 100 feet long, this giant in Ford of Canada's Windsor machine shop performs ten milling and boring operations automatically on the cylinder block for a V-8 automobile engine.

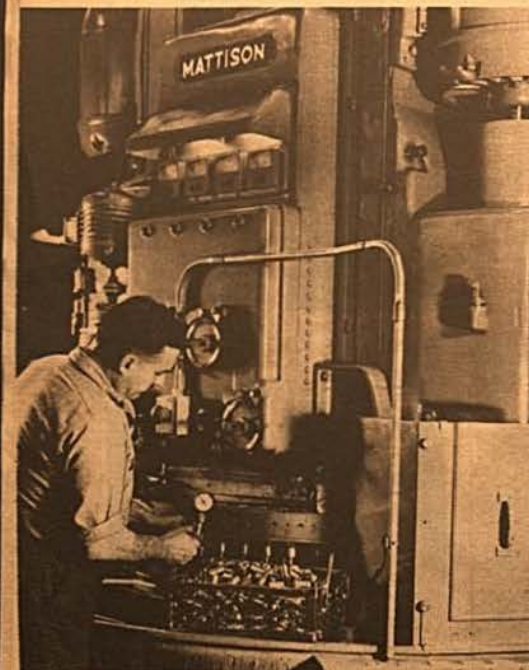


Three types of transmissions are offered in Ford of Canada cars: automatic, overdrive, and standard.

**PRECISION
PRIDE &
CRAFTSMANSHIP**
ensure
**Quality and
Dependability**
in all
**FORD OF CANADA
PRODUCTS**



Towering high above its fellows in the pressed steel department of the Windsor plant, the giant Clearing press turns out oil pans and flywheel housings at the rate of eight per minute and exerts a pressure of 700 tons.



This 15-ton fully automatic, high-precision grinder turns out push rods for car and truck engines, with the flat ends ground to a mirror-like finish and to tolerances finer than 1/10,000th of an inch.



By magnifying a part or tool as much as 100 times, this comparator enables hairline checking of accuracy in machining.

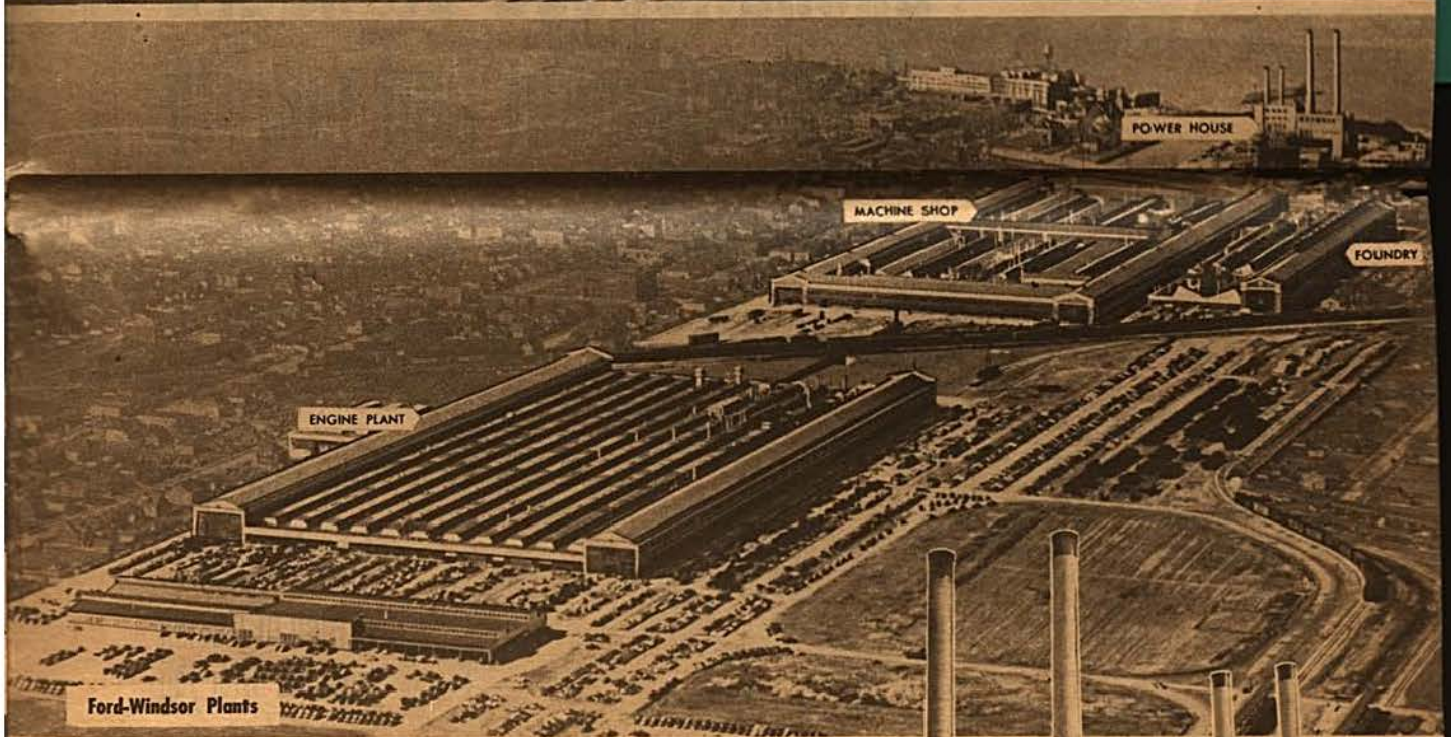


Crown gears for the rear axles of cars and trucks are cut on this high-precision machine of the very latest design.

Ford of Canada's \$65,000,000 Expansion Program



Ford-Oakville Assembly Plant



Ford-Windsor Plants

Ford Motor Company of Canada, Limited is now midway in a \$65,000,000 program to expand and improve its productive facilities. First phase was the erection of a \$7,000,000 addition to the power house supplying electricity and steam to the Windsor plant, an addition which increased its capacity by 50 per cent. Then came the building of a 32½ acre assembly plant at Oakville, Ontario, with more production area under one roof and all on one floor than any other plant in Canada. First span of steel for the Oakville plant went up May 2, 1952, and the first passenger car came off the final assembly line May 11, 1953.

The company is spending \$32,500,000 on expansion of the Windsor plant. The present assembly building will be transformed into the largest and best-equipped automotive engine plant in Canada. Capacity of the foundry will be increased by 50 per cent, although already it has Canada's largest electric furnace installation. Extensive improvements are to be made in the machine shop. The expansion program enables Ford to keep in step with Canada's progress.

Windsor Power House



yesterday...

today...

tomorrow...

**unchallenged standard
of achievement and quality**



FORD



MONARCH



MERCURY



LINCOLN



METEOR



FORD TRUCKS



MERCURY TRUCKS

• Through 20 years the Ford organization has built more V-8's than all other manufacturers combined.

• More and more manufacturers are swinging to V-8 Engines.

• More than 13,000,000 Ford-built V-8 Engines have been owner-proved.

• The finest cars built in North America are V-8 powered, because there is nothing finer.

**why take less
than the best?**

all FORD OF CANADA
products offer you

**V-8
power**

FORD OF CANADA