

1919

Ford News, November 1919

Ford Motor Company of Canada

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Pilgrims

For oh! when the war will be over,
 We'll go and we'll look for our dead;
 We'll go when the bee's on the clover,
 And the plume on the poppy is red;
 We'll go when the year's at its gayest,
 When meadows are laughing with flow'rs;
 And there where the crosses are grayest,
 We'll seek for the cross that is ours.

For they cry to us: Friends, we are lonely,
 A-weary the night and the day;
 But come in the blossom time only,
 Come when our graves will be gay:
 When daffodils all are a-blowing,
 And larks are a-thrilling the skies,
 Oh, come with the hearts of you glowing,
 And the joy of the Spring in your eyes.

But never, oh! never come sighing,
 For ours was the Splendid Release;
 And oh! 'twas joy in the dying
 To know we were winning you peace.
 So come when the valleys are sheening,
 And hedged with the promise of grain;
 And here where our graves will be greenning,
 Just smile and be happy again.

And so when the war will be over,
 We'll seek for the wonderful one;
 And maiden will look for her lover,
 And mother will look for her son;
 And there will be end to our grieving,
 And gladness will gleam over loss,
 As—glory beyond all believing!—
 We point . . . to a name on a cross.

—R. W. Service



"Lest We Forget"

November 11th, 1918

The Car Situation

FIRST and foremost we want to disabuse dealers' minds of any suspicion that we are favoring Export at the expense of Canadian demand for cars, or that we ever will do so.

In addition to any sentimental reasons why we should supply our Domestic trade, there is the purely selfish but perfectly good reason, that we make more profit per car from sales in our own country than we do from those shipped to export fields.

You already know that we are giving practically our entire production during November and December to export. In this way we hope to, in a measure, keep our export trade fairly well supplied for the year and concurrently utilize the time when we will be free from domestic demand to bring out a few changes in the open models which we feel are expected by the buying public.

This plan was adopted weeks in advance and has been followed thus far without a hitch. We provided enough motors in Branches to take care of actual sales of open cars that might be made by dealers and to provide for the normal demand for closed jobs and trucks. These motors were all in the Branches before November 1st, and from that time to the present, we have kept the factory going to capacity to make record shipments overseas.

In addition to all this, we have tried to ship parts in sufficient quantities to stock up our whole dealer organization, so that they might be prepared for the rush in the Spring. We fully expected to ship for dealers' stocks in Canada nearly our entire output during January, February, March and April. This whole scheme looked feasible—and it was feasible until someone threw a monkey-wrench into the machinery.

The steel mills were obliged to close altogether for a short time on account of well known labor troubles, and since resuming operations have been producing only a fraction of their normal output.

Gradually we have been eating up our reserve stocks of raw material—we have kept the factory going full blast watching our reserves dwindle, hoping each day that the steel mills would be able to get into production so that our daily needs would be taken care of and our normal stocks again brought up to proper levels.

We still hope that relief will come and that our factory will keep up its pace, but we want to sound a note of warning that we may face a serious shortage in the near future.

Our apprehensions in this regard are not without foundation—for daily it is becoming more and more apparent that the steel mills are only partially able to take care of current orders and are making absolutely no headway on building up reserves.

To add to our worries over this situation, now comes the coal miners' strike.

While we have looked ahead far enough to have a supply of coal that will last for a considerable time, we know that some manufacturers upon whom we depend for certain parts are not so fortunately situated, and of course, if all of our sources of supply of any one part fails—the whole production fails.

We think we owe it to our dealers to be thus perfectly frank about the present situation that may seriously affect our ability to meet their demands for cars.

We are sparing neither effort, time nor expense to reach every available source of supply, and we will continue to do so, in the honest hope that we will still be able to keep our output moving from the factory—even, if need be, in limited quantities.

Genuine Parts Situation

WE HAVE in another column of this issue called to your attention the serious difficulties that confront us in securing sufficient material for the production of cars and parts. As previously stated, the material situation is a condition for which we are not responsible but one in which we are doing our utmost to secure our requirements. We, therefore, appeal for the co-operation of every Ford Dealer and Service Garage during the coming season in the proper distribution of Genuine Ford Parts. Unless we have your co-operation there will be insufficient parts next season and all our good work in preventing the sales of imitation Ford Parts will be lost.

Ford Service has first consideration in our organization. The manufacture of parts for Service replacement purposes is given consideration over car production. This is one of the reasons why Ford Service has such a high standing. As an illustration of the consideration given towards our Service requirements we will cite actual inventory figures on one of the parts for which there is a heavy demand, namely, Part T-2518—40-tooth drive gear. There are in the factory at the present time only sufficient finished gears for a few days' car production. Rough stock for further production of this part is now in transit to us, but to illustrate to you how Ford Service has been taken care of in this regard we have at date of writing in the stock of our Service Branches the following quantities of this part:

St. John.....	528
Montreal.....	1055
Toronto.....	2000
London.....	1200
Winnipeg.....	1180
Regina.....	719
Calgary.....	925
Vancouver.....	652

8259

This illustrates only one item—but it applies to all parts—the consideration we give Ford Service.

Now, due to the decreased production of cars for domestic purposes, we will for the next few months be able to take advantage of the surplus material in our factory for Service purposes, but this material will be insufficient to meet the heavy Spring overhaul demands for parts and we would advise that every dealer place his orders immediately for sufficient parts to make up his contract and winter requirements as well as give sufficient for the Spring demand. If every dealer delays sending in his parts orders until the Spring and they all reach our Branches at the same period, it will be impossible to make prompt shipment of your order and consequently Ford Service will suffer.

You can prevent this by estimating the quantity of each part you should have on hand March 1st to meet the Spring demand, and send us shipping orders for same. Do not wait until your repair shop is full of cars before ordering parts.

You may say, "Well I'll just wait until I need them as the prices are liable to drop." You're wrong, for in view of the general condition of labor and the difficulties in securing material you can readily see that any immediate chance of decrease in the prices of parts is impossible, as every sign points to an increase in our prices. The cost of our forgings, castings and sheet metal material have advanced considerably within the past

(Continued on page 5, column 2)

News of the Ford the World Over

In The Holy Land

Old "1080"—Most Wonderful Car in War

So Says English War Correspondent Recounting Experiences in Holy Land

W T. MASSEY, noted British Journalist, now recording the Prince of Wales Tour through Canada and the United States, for the London Daily Telegraph, of London, England, was Official War Correspondent with the English Army—under General Allenby—which wrested the Holy Land and Syria from the Turks.

When telling of his experiences, he says that he "used a Ford in many a journey from Beersheba to Jerusalem and to Nazareth, Damascus and Alepp," and that "in Allenby's final push, this trusty car took me more than 4,000 miles in six weeks and I believe within one year it traveled over 30,000 miles in a country where roads are few, and the worst in the world."

"In the Sinai country it is very sandy and it is quite a common sight to see a Ford running along with two rolls of wire netting secured to the foot boards. When the car gets to a place where the sand is impassable, the driver unrolls the netting over the roadway and thus an easily passable wire road is constructed; in fact in some parts of the country permanent wire roads have been made and over these the car runs along easily and smoothly, at thirty miles an hour."

Mr. Massey also stated that the Ford played no small part in helping "to deliver the Holy Land and Syria from the Turks" and that his "old 1080 Ford was the most wonderful car in the war." So highly does he regard the merits of the Ford car that he asked permission to address the men of the Ford factory, who make Ford cars, to tell them his experiences and thank them for their good work in building such reliable motor cars. This wish was certainly granted.

Still in the Ring

AFTER fifteen years of strenuous battling and hard usage, Model "F" Ford shows up smiling and sturdy. In the salesroom of the Denk-Thompson Company, Ford Dealer in Detroit, is Ford Touring Car number 604, looking wonderfully youthful and sturdy despite its sixteen years of daily service. The car was accepted as \$50.00 on the purchase of a new Ford. Apart from style the old timer is worth more than that—it "goes" and the motor is some years this side of being a pensioner, but vogue in motordom has changed since 1904.

Engines are no longer wound up from the side; steering wheels no longer stick straight up into the air; and then too, eight horse power and five gallon gas tanks aren't quite sufficient for the modern motorist. The faithful Ford has not outworn its usefulness—it has merely outlived itself. It is as though an old Indian Chieftain would sport himself adorned in earrings, feathers and moccasins among his college-bred, stylishly clad offspring, nobles among them but of a different age.

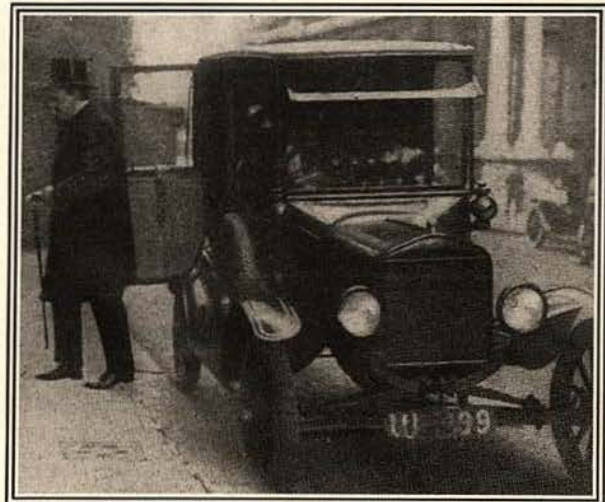
And so with the model "F" Ford. What stories it might tell of following worn, rutted wagon roads, over strange country perhaps, running through creeks where bridges had not been built, making its owners happy.

Detroit wasn't so much of a town fifteen years ago. It was Henry Ford's second year manufacturing Fords in a factory; his company had just been organized.

It is not known who the original purchaser of this dependable old Ford was, or where he lived, whether in New York or California, Michigan or Florida. Six-O-Four may have travelled over all of the States in the Union and throughout Canada. But now it has returned to the place of its birth, there to enjoy a quiet, respectable old age, while it keeps on running and running and running, and cheating the junk man.

England's Secretary of War Drives a Ford

WHEN Winston Churchill, England's Secretary of War, became interested in the British "Campaign for Economy," he endorsed it with true sincerity, and because of that sincerity, he decided his—automobile must be replaced by a smaller and more economical



car. So he cast his eye about in search of one that would be low in purchase price and low in upkeep. The makes of cars bearing those virtues were few. Lord Churchill found just one; he bought it—a Ford.

The Sister's Faith—Ford Will Bring them Back

MANY are the stories of the popular Ford automobile, but Hillsboro related in its local paper recently what it calls the best of the season, and the facts in the case are true. It happened in one of the leading churches of the city that the pastor took for the text of his sermon, "Better Church Attendance."

The pastor held that the automobile has taken more people away from church than any other thing. He concluded with the exclamation: "The Ford car has taken more people to hell than any other thing that I can mention." Whereupon an old lady in the congregation began to clap her hands and moan "Praise the Lord! Praise the Lord!"

"What's the matter sister?" asked the pastor.

"The Ford never went any place that it couldn't make the round trip, and I am sure that all of those people in hell will be back," she answered. "So praise the Lord."

EDITORIAL

A NEW DEAD LANGUAGE

According to Irving Fisher, Professor of Political Economy at Yale University, the past few years of upheaval in values, have left us with another dead language on our hands—well, all right; on our tongues, if you prefer it so. This is the dead language of the prices of 1913-14. He says:

“Business men should face the facts. To talk reverently of 1913-4 prices is to speak a dead language today. The buyers of the country, since the armistice, have made an exampled attack upon prices, through their waiting attitude, and yet price recessions have been insignificant. The reason is that we are on a new high-price level, which will be found a stubborn reality. Business men are going to find out that the clever man is not the man who waits, but the one who finds out the new price facts, and acts accordingly.”

—*McClary Wireless*

* * * *

A MODERN TREND

The Automobile Trade Journal points out that for many years highways have been built, not by graduated engineers, but by men who have grown up in practical schools.

Looking forward to the great growth in the matter of highways, several of the largest universities, including the Universities of Michigan, Columbia and New York, have established courses in highway engineering and highway transport, which will tend to place road building on an engineering basis, which is as it should be.

Highways have always been the measure of the civilization of the country.

This same Journal points out that motor transportation over the highways means that for the first time in the history of the world, the activities of men can be distributed over the entire area of the country. No longer is it necessary for humanity to confine itself to congested areas along the edges of the ocean, lakes, navigable streams and inland waterways, or along the lines of railways. It means that the smallest hamlet in the interior will be as accessible as the town on the Coast, or at the junction of railways.

In that the automobile industry is directly interested in highway transportation, it is vitally interested in these highway engineering courses.

* * * *

RULE OF THE ROAD

The Provinces of British Columbia, Nova Scotia, New Brunswick and Prince Edward Island adhere to an opposite rule of the road than is adhered to in the remaining Provinces of the Dominion.

In the Provinces of British Columbia, Nova Scotia, New Brunswick and Prince Edward Island, the rule of the road is “Drive to the right”—that is, in overtaking a vehicle, that vehicle is passed on the right hand side instead of on the left. Instead of driving on the right hand side of the road in these Provinces, one drives on the left hand side of the road, making right hand drive for the driver of the vehicle overtaking the other a matter of preference.

Up to a short time ago, we manufactured right-hand drives for these Provinces. Latterly we have shipped left-hand drives, and we have received no great number of complaints from purchasers.

This is a very confusing situation for tourists. Recently the Automobile Club of Canada received a

letter from the Plattsburg Chamber of Commerce, in which this confusion was pointed out, and it was also pointed out that several collisions between Canadian cars and cars from the United States had been the result in those provinces where the rule of the road is to pass on the right.

It would seem as if there should be one standard rule of the road for all Provinces, and as if a concerted effort should be made to bring about uniformity.

* * * *

A NEW BRANCH AT REGINA

On November 1st our new Branch at Regina was opened, succeeding the Saskatchewan Motor Company, who up to that date were our distributors in the City, and surrounding territory.

The new Branch is under the management of Mr. W.S. Kickley, formerly manager of our Calgary Branch. The vacancy thus created at Calgary is filled by Mr. H. R. Cottingham of Saskatoon. The late personnel at Saskatoon have moved to Regina. The staff at Calgary remains there.

All Dealers previously under the jurisdiction of the Saskatchewan Motor Company and Saskatoon Branch will now operate under Regina Branch.

* * * *

**FORD FACTORY ABSORBS
DOMINION FORGE**

The recent acquisition of one of the plants of the Dominion Forge & Stamping Co., marks another step in this Company's progress. The new property which is situated close to the Ford Company's power house has been engaged in manufacturing automobile fenders and frames, and this industry will be continued by the new owners. The purchase will add a fresh department to the activities of the Company, and will furnish employment for about 200 men.

* * * *

**HARD CASTINGS, COAL AND STEEL
SITUATION SERIOUS**

The advancing price and scarcity of pig iron seem to indicate that there will be no relief from the difficulty we are now having with hard castings. Nearly every plant in the automobile industry complains that iron castings are so hard as to make a material difference in manufacturing cost, as well as to affect in some cases the quality of the product. Sand holes and blow holes are frequent and the castings are heavy.

The trouble is a direct result of the pig iron situation, which is quite serious. Prices for pig iron are going up all over the country. The prices in the Chicago market have recently advanced from \$26.75 to \$30 for foundry iron containing 1.75 to 2.25 silicon, and for the higher grades used for malleables the price has advanced to \$30.50. The iron is procurable at these figures only for the first of 1920, as none of the furnaces of Chicago or northern districts is able to take further orders for the remainder of the current year.

Unless conditions alter soon the shortage of pig iron will be just as serious as the shortage of coal or steel. All of the foundries throughout the country are crowded with work, and manufacturers are finding difficulty in getting castings off patterns objectionable to the foundrymen. Precautions will have to be taken and a careful study of this situation made if castings are not to be hard and scarce during the first half of 1920.

—(Extract)

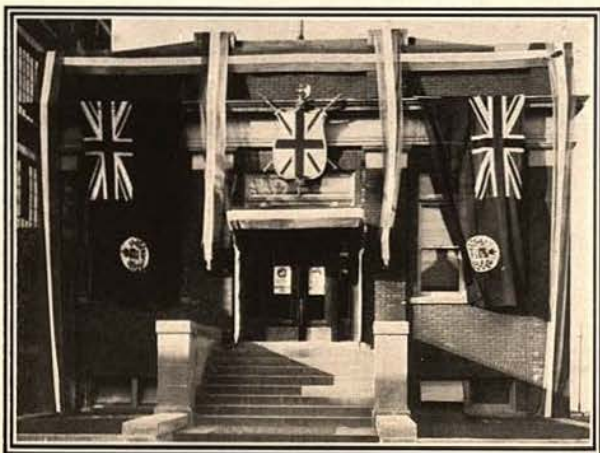
Our Part in the Victory Loan

Floating the Loan

IN the entrance hall of the office of the Ford Motor Company of Canada, Limited, hangs the Prince of Wales's Victory Loan honor flag, adorned with thirteen crests. As probably every one knows the objective set for the honor flag was that 75% of the employees should subscribe, and that they subscribe for an amount equal to 10% of the payroll. When the objective had been reached a crest was awarded for each 25 per cent by which the objective had been exceeded. Among the firms in Canada having more than 500 employees the Ford Motor Company stands first with, as we have stated, thirteen crests to their credit; the nearest competitor in the same class has but four crests, which thus gives the Ford Motor Company a lead of nine crests.

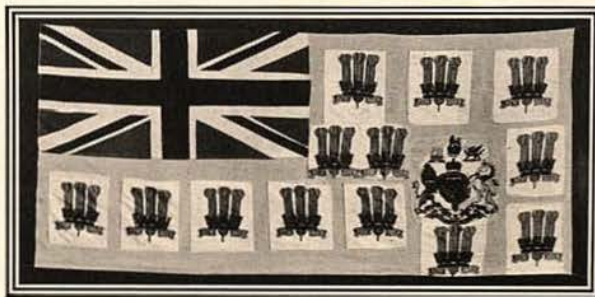
Floating a Victory Loan at the factory is looked upon by the men as something in the nature of a frolic, and the Company spares no pains to foster this happy spirit among its employees. In the factory yard a huge blackboard was erected whereon the names of the various departments and the quota they were asked to subscribe had been painted. Opposite these particulars appeared from day to day the amount subscribed by each department, and the place they occupied in the struggle to reach the top. To mingle with the throng who gathered in front of the board to watch the figures and listen to their witty and oftentimes caustic comments on the tardy ones was highly diverting. Below the blackboard stood a tall platform, and here at noon, short, snappy, five minute speeches from Victory Loan workers were delivered to the men. The proceedings lacked nothing in the way of variety. Interspersed with the five minute orations of the speakers were selections from the Ford Band, while at intervals the popular Ford Glee Club and the Ford Quartette gave classical and humorous selections from their extensive repertoire. A ladies' double quartette, recruited from among the ranks of the employees, lent additional interest to the proceedings, besides which a pipe band composed of talent from the 'braw' Scots in the factory marched around the building at noon wailing and shrieking encouragement to the tardy subscribers.

The Governmental allotment for the men was set at \$304,000, but the executive, having in mind the spirit of the men at the floating of the last loan, decided to



Entrance to Ford—where visitors are always welcomed

double the quota thus making it \$608,000. On Monday, the 28th of October, the first day of the drive, \$208,000 was subscribed; on Tuesday the sum of \$496,000 was piled up; by noon on Wednesday amid the cheers of the men who were watching the figures on the blackboard the sum of \$722,000 announced that they had gone "Over the Top"; Thursday found them still going ahead with \$805,500 and there was great excitement on Friday when \$910,200 was chalked up. On Saturday everyone was too busy taking subscriptions to figure out the standing, but the final result on Monday showed a total of \$1,157,000, which together with the Company's subscription of \$1,000,000, makes a grand total of \$2,157,000. A magnificent record was made by the Connecting Rod Department, who rolled up \$34,500, or slightly over \$452.00 per man.



Our Honor Flag

The objective set for the Border Cities, i. e., Ford, Walkerville, Windsor, Sandwich and Ojibway, was \$5,790,000. The subscriptions totalled \$7,763,600, and of this splendid showing the Ford Motor Company of Canada are responsible for almost one-third.

Genuine Parts Situation (Continued)

few months but we have not made any increase in our prices. We may be forced to, so do not delay ordering parts with the expectation that prices are going to decrease.

This is all, of course, on the assumption we may be able to obtain sufficient raw material to keep our plant going. This is extremely problematical at the present time.

Another consideration—and we want this to sink home—all Dealers may not be *guilty* but there are a number who are selling Genuine Ford Parts for use in other cars. We ask that the parts you purchase from us be sold and used only for the replacement of parts in Ford cars and not for any other cars. Our equipment and facilities are adequate to produce sufficient parts for Ford Service, but we cannot be expected to produce parts for other cars. If you sell Genuine Ford Parts for such purposes it will mean there will be insufficient parts for use on Ford cars and the standing of Ford Service will suffer.

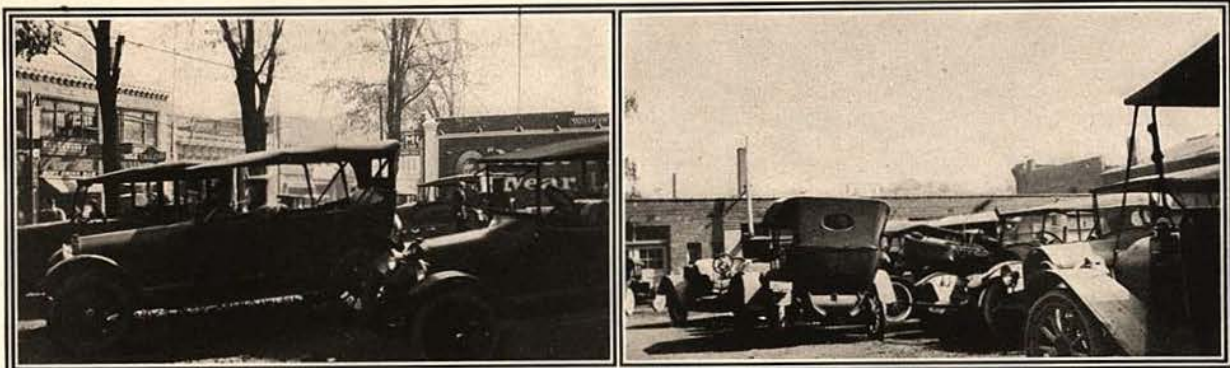
We are going to do our part—you do yours and

Order your stock now

Sell Genuine Ford Parts only for Ford cars

Use and sell only Genuine Ford Parts

Let's make Ford Service better next year than ever.



Motor Marts

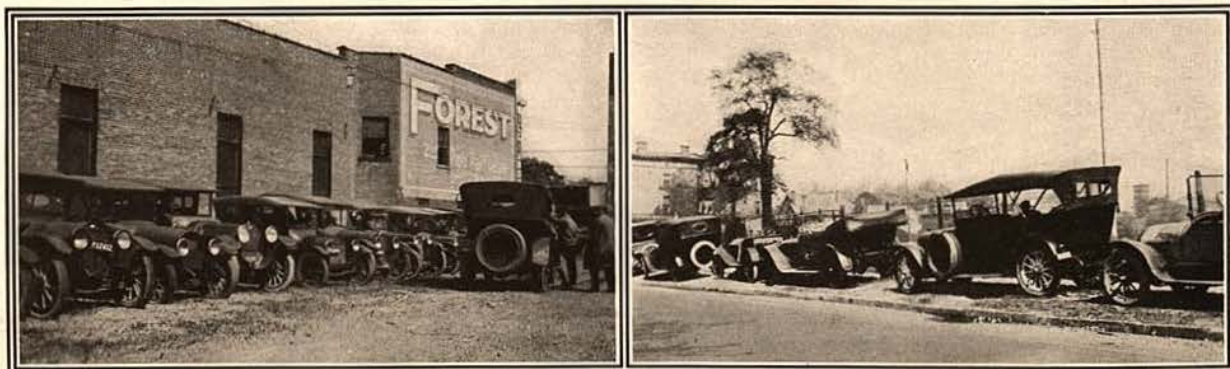
THE City of Detroit in the State of Michigan, U. S. A. is the hub of the world's automobile industry, and the majority of the more popular makes of cars are manufactured there. Of course we must not forget to mention that it is the home of the well-known Ford Car, while just across the river from Detroit stands the Ford Motor Company of Canada, Limited, which manufactures yearly the largest number of automobiles in the British Empire.

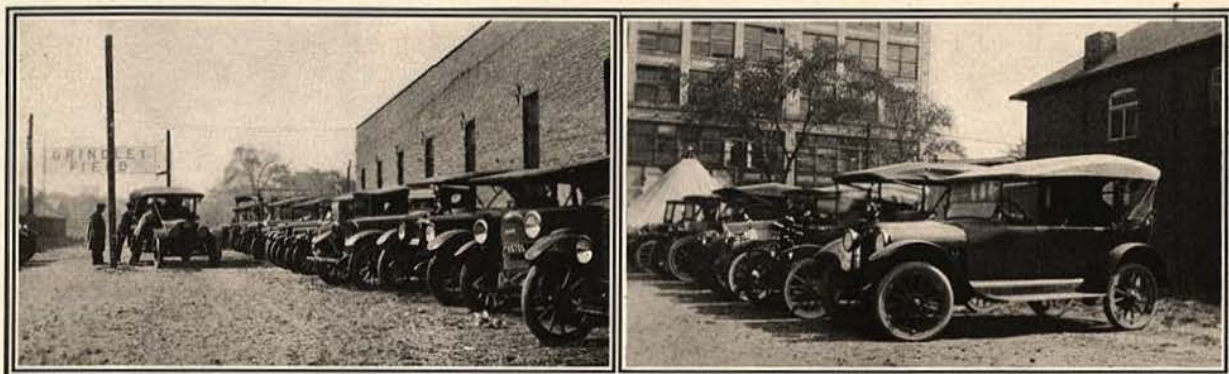
Easily the first thing that strikes the visitor to Detroit is the amount of automobile traffic in the downtown section. Here practically every make of car and truck is represented, from the small roadster to the large limousine, and from the half-ton truck or delivery wagon to the ponderous truck with huge trailer attached.

A horse-drawn vehicle is rarely seen or used, as it is unable to get about with any degree of safety or speed among the faster traveling motor-drawn vehicles.

Where there are so many automobiles in use, there must eventually be a great many secondhand cars for sale, and so the motor marts came into being to buy, sell and exchange secondhand cars. It naturally follows that since Detroit is the center of the automobile industry, it would have some of the largest motor marts. Here owners wishing to dispose of their cars for one reason or another, place them to sell or exchange.

To an observant man and one familiar with automobiles, an examination of the various makes of cars appearing in these markets will give him a more or less accurate line-up on judicious investment. For instance, if in touring these markets a particular make of car is greatly in evidence, he will conclude that there is something wrong with this type of car, else why should so many owners be anxious to sell or exchange. The other day an examination of the Detroit motor marts revealed no less than 65 cars of a certain make either for sale or exchange and guarded inquiries established that the car in question was a regular fiend for eating up gas and tires so that many owners were not long in deciding that it was too expensive a car for anyone but a millionaire to own. This fact explains the glut of this particular make of car on the secondhand market.





Motor Marts—continued

This is but one of the many instances which go to show in what manner the secondhand market serves as a fairly accurate guide to the serviceability and popularity of cars in general.

The photographs appearing in connection with this article were taken by one of our own photographers who had instructions to simply walk around one of the largest exchanges and photograph the groups of cars represented.

If the reader will glance over these photographs, he will notice what, to our way of thinking, is a significant feature, viz: that no Ford cars appear for exchange or for sale in these random pictures. Why is this? Why does it happen that the Ford Car, of which close on 4,000,000 have been manufactured and sold, and which is produced in the same city in which these photographs were taken, is not represented in the line-up of "used cars for sale?"

Just as there is a good reason for the abundance of certain makes of cars being offered for sale and exchange so there is a very good reason for the dearth of the Ford product. The reason is this. The Ford Car is so well known, so thoroughly practical, serviceable and backed up over the entire world by a network of Ford Dealers and Service Stations, that a man wishing to dispose of a Ford Car does not have to take it to a secondhand dealer, motor mart or exchange in order to find a buyer.

With a production of nearly 90,000 Ford Cars a month, one would naturally suppose that there would be sufficient new Ford Cars to supply the demand and that old or secondhand Fords would, therefore, be flooding the motor marts or exchanges. This is not the case, however, and the production of Ford Cars has never equalled the demand, and on account of its popularity due to serviceability, there is always a buyer waiting to purchase a used Ford direct without placing it in the hands of an exchange, which in many cases hold certain makes of cars for weeks and months before a sale is made and necessarily have to deduct a fat commission for storing and selling these cars.

The message presented, not only by these motor marts, but by classified advertisements in the daily papers, offering secondhand cars for sale, where the Ford is conspicuous by its absence, is one not difficult to read, presenting as it does two indisputable facts—first, that a Ford owner wishing to dispose of his car can find a ready market (we might say a clamoring market), without resorting to the high selling-commission of the motor mart, or even without the aid of advertising—and second, that the inherent ruggedness and dependability of the Ford Car make it an asset which the majority of owners are loath to part with.

The conclusion is obvious: The Ford Car depreciates less in value than other cars and as a consequence is always an asset which finds a ready sale.



The Tractor Demonstration at Chatham and Ottawa

THE Eastern Ontario and Quebec Plowman's Association held a demonstration at Ottawa on October 14th, 15th and 16th.



The demonstration included both walking plow and tractor competitions, although in the case of the tractor, there were no competitions strictly speaking.

The demonstration was held on the grounds of the Experimental Farm on the outskirts of Ottawa.

Ford Motor Company of Canada, Limited, as distributors of the Fordson Tractor was represented by a large exhibit containing six tractors. Experts from Montreal Branch and Home Office were present. Urban dealers of Ottawa had their salesmen on the job.

A novel feature of the tent exhibit of the Fordson was a display board showing the respective parts of the Ford Car and the Fordson Tractor. Some attempt has been made to indicate to prospective purchasers of Fordson Tractors, that the wearing parts are incidentally the same as those in the Ford Car, and therefore presumably not strong enough to stand the heavy strain put on these parts in plowing, etc. The price also of each of these parts was placed under that part, and the comparatively low cost of these parts impressed purchasers very much.

The Fordson also was the only tractor which displayed a printed price. The price of \$750.00 f. o. b. Dearborn, Michigan, seemed to stun a great many purchasers, who apparently had been canvassed for the next lowest priced tractor around \$1600.00. The stunning process was completed when they saw the actual work done by the Fordson in competition with all these higher priced tractors.

It may be said without fear of contradiction, that the Fordson did the best work done at this demonstration. This was stated to be the case by one of the officials.

No prizes were given and no awards made, except in the walking plow contest.

On the first day, of over twenty tractors entered, the Fordson, not attempting to plow for speed and carrying a two furrow Oliver No. 7 Model 115 with 10" bottoms

and 8" points, finished second, being beaten only by one other tractor, which was carrying three plows and making no attempt to turn up a good plowing job.

Other big, heavy and expensive tractors, some of them carrying four and five gangs, finished away behind the little Fordson.

In the second contest, the Fordson gave the crowd an idea of how fast it could work and still turn over a good plowing job. The comparison between this and the great massive type of tractor appeared rather ridiculous to the crowd. One man expressed it in a nutshell when he said "The big tractor was loaded down with the money a man paid for it."

One of the tractors was hooked up on the belt with a 16-20 separator made by George White & Son of London, who sold some of their separators on the grounds, as the result of this tractor's work.

All six tractors could have been sold many times over. One of the six was bought by J. R. Booth, multi-millionaire lumberman, who has a wonderful farm adjacent to the Experimental Farm, and who takes a keen and active personal interest in the operation of his farm, and picked the Fordson as his choice as the result of the work he had seen demonstrated. Another was purchased by the Experimental Farm people who supplemented the Fordson already on their premises.

Another demonstration was held by the Ontario Plowman's Association at Chatham on October 21st, 22nd and 23rd. The attendance at each of the Chatham and Ottawa demonstrations exceeded 20,000 people. Thousands of cars were parked and lined up in double rows along the roads and fields, but the Fords were usually in the majority.

The Chatham demonstration was also a big success.

At both these demonstrations, Home Office men were present circulating around among the crowd, without any attempt to sell the tractors, but to gain a first-hand impression of the mental attitude of the average farmer toward tractors at the present time. These men were



absolutely convinced that the farmer is sold on farming by means of tractors, and that the reticence on their part in purchasing during the past year has been due

The Tractor Demonstration at Chatham and Ottawa—continued



By Way of Comparison

to the fact, that they believed in taking their time to make a choice. They wished to be absolutely certain when they made their choice that they were purchasing the right tractor for their purposes. There seems to be an impression among farmers that a great deal of experimental work has been done at their expense. They wish to be certain that this experimental work has been concluded, and that they are now getting the right product.

The light, dependable Fordson appealed enormously to them. They could not help being impressed with the contrast. Side by side with a big heavy tractor carrying around hundreds of pounds of surplus weight

and drawing three or four furrow plows—the Fordson drawing a two furrow plow, completed its task, without a skip, ahead of these heavy tractors!

They also saw the Fordson go through the identical stuff that stuck these tractors, and in which they “dug themselves in.”

The argument was clinched when they realized the price of the Fordson was \$750.00 as against \$1600.00, the cheapest of the others.

You can sell Fordson Tractors in your territory if you stage an actual demonstration, and have other tractors at this demonstration. The contrast will sell the Fordson every time.

The Fordson Satisfies Owners

The following is an extract from letter received from Mr. Peter D. Grisbrecht of Plum Coules, Man., which we thought might be of interest to you:

“Your tractor which I bought this fall has given me the best satisfaction. I plowed seventy acres of ground in eight days with a three bottom Massey-Harris plow; did most of my discing with it pulling two eighteen inch wheel discs at all times. I kept close record of the cost of operating. I consider it a very economical machine.”

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

Dear Sirs:

While on a visit to Pelee Island last May I sold a Fordson Tractor

and an Oliver Plow to a farmer by the name of Albert Pollard. This gentleman has since sold his farm on Pelee Island and has purchased another one near Blenheim.

While the writer was at the Tractor Demonstration which was recently held in Chatham, Mr. Pollard came into the Tent which I was in charge of and gave me some figures which no doubt will interest you.

Mr. Pollard says that he Plowed, Double Discd and Drilled in 48 acres of wheat at a cost of \$1.28 per acre. He is highly pleased with his outfit and thinks it is the only Tractor for a farmer to buy.

Yours truly,

UNIVERSAL CAR AGENCY, LIMITED

C. H. Wales.

Seasonable Suggestions

THE photograph appearing on this page of a Ford Car mounted on runners was kindly sent to us by Dr. DeLong of Red Deer, Alberta.

In a very entertaining and interesting covering letter, Dr. DeLong informs us that it represented the development of ideas and experiences of himself and his chauffeur, Mr. John Archer, extending over a period of three years. Their first experiment was to attach a bob sleigh in place of the front wheels with extension rims on the outside of the rear wheels, and to quote the Doctor's words: "We used this all that winter with astonishingly good results." However, this arrangement was not perfectly satisfactory as the rear wheels being in unpacked snow so much necessitated too much

on hard roads the narrow face alone is in use. It is possible with this type of runner to turn into a snow-bank and not sink. Both rear and front ends of the machine fit into the sleigh track, while extension rims with cleats are carried for use on bad roads. Chains are, of course, also used."

Like the majority of pioneers who tackle the problems which the crowd decides cannot be done, both Dr. DeLong and his chauffeur were slated for the insane asylum by those who had decided that to try and construct a car to travel on runners was folly pure and simple. Dr. DeLong and Mr. Archer are to be highly congratulated for producing such a useful and valuable motor sled.



Dr. DeLong and his Ford Motor Sled

low gear work. The second winter a heavier car was used in order to obtain more power, but unfortunately the weight simply pulverized the roads over which it passed, and, to again quote the Doctor, "if it left the sleigh track it required a whole army to lift it back again." In the circumstances they decided the solution to their problem lay in the Ford, and the remains of the original car after they were through with their ingenious schemes, is well shown in the accompanying snapshot.

Dr. DeLong gives the following useful and interesting particulars regarding the construction:

"In order to relieve the weight in front the engine is set back 14" on the frame, and all non-essentials such as fenders, running boards, etc., are discarded to lighten the structure as much as possible. The runners have a slight curve from back to front to facilitate steering and taper from a width of 12" to 1" on the running face, to allow of travelling on either hard or soft roads. On soft roads the broad face takes the traction, while

In conclusion we must quote once more from the Doctor's letter. He says: "Last winter during the flu epidemic, all over this country, this rig was the main standby, used by several doctors and kept busy. It will be on duty again this winter, and, while nothing for looks, it can deliver the goods."

*THE LADDER OF LIFE
is full of splinters, but they
always prick the hardest when
we're sliding down—W. L. Brownell*



ADVERTISING AND MOVIES

Lantern or Motion Picture Slides

WE WISH to draw to your attention again the value of Motion Picture Slides as a means of advertising, for there is possibly no other time or place when an advertising message will get read and seen so thoroughly as when thrown on the screen in a movie theatre. At this time the patrons of the house are comfortable; they are not engaged in conversation and their eyes are centered and eager for any message that may appear.

Here is the message we wish to get across to you—we are prepared to supply you promptly with slides of our car models, truck and tractor, also an exterior view of the Ford plant and interesting interior views. We will also make a slide for you of your garage, showroom, etc., if you will furnish us with a good photograph of same.

Slides of our product will include name of model and name of dealer's garage and price if requested.

Should you send photographs of your premises to have slides made, kindly write on the back the wording you wish on the slide.

Send all requests for slides through your Branch. Slides will be mailed direct to you to avoid handling and breakage. The cost is \$1.00 per slide. How many and what kinds do you wish?

Propaganda Folders

WE are distributing to all Branches a quantity of booklets entitled "Where the Ford is Built—and How." The illustrations in these booklets will give our dealers and prospective car purchasers a glimpse of the Ford Factory where "Made-in-Canada" Ford Cars are manufactured. These folders are designed for general distribution to prospects and other interested parties. We would suggest that a folder might well be enclosed in your outgoing correspondence to prospects and purchasers.

Roads Open to Automobiles in P. E. I.

WE HAVE just received a report from our St. John Branch to the effect that all roads and highways on Prince Edward Island are now open to automobile traffic at all hours.

All automobile men and would-be purchasers of automobiles are highly delighted at the action taken by the retiring government and incidentally this new legislation should be the means of increasing the sale of Ford Cars and Trucks in this particular section of Canada.

A Timely Reminder

NOW that calendar time is rapidly approaching most Dealers are considering ways and means of adding to the attraction and interest of this popular advertising medium. In this respect the suggestions of Mr. L. H. Dwinell of the Dominion Motor Car Company of Winnipeg are worth consideration and attention. This gentleman has sent us a sample of the calendar he is sending out, and in his covering letter he gives an outline of the methods he adopts in handling the distribution. His first step is to make a list of everyone to whom he has sold a car, and also every live prospect. The name of the customer or prospect is then placed on a copy of the calendar, after which the calendars are sorted into districts. The next thing Mr. Dwinell does is to personally visit and deliver the calendar to the man it is intended for. He claims that by this method he is enabled to keep in touch with his old customers, pick up prospects from them, and get closer to live prospects.

A year ago Mr. Dwinell sold more cars in the City of Winnipeg than any other individual, and he attributes his success to the practice of such publicity schemes as the one instanced.

He is a firm believer in advertising along the lines suggested in his letter. In fact, he considers it one of the best forms of advertising, and is quite confident that it pays. Our dealers would do well to take a leaf out of Mr. Dwinell's book, and profit by his example.

Cans of Real Nutrition

December Release

THIS release shows the process of canning sweet corn for table use and follows the process from the plucking of the ears, through the husking, cutting off the grain, sterilizing, capping, cooling and packing. It is an educational picture dealing with an extensively used and popular food product throughout Canada and the United States.

Photo Enlargements For Framing

ENLARGEMENTS 24 x 16 of the photograph shown on the outside back cover of this issue or a similar hunting picture from our negatives will be furnished Dealers at \$1.00 each, unframed, or \$5.00 each mounted and framed in a suitable oak frame.

Framed photos will be sent by express C. O. D.

We have framed a number of these and they are certainly very attractive, and we know you will not regret having ordered one.

It is our intention to prepare a set of four such pictures—one for each season of the year.

Place your order through your Branch and photos will be shipped direct to you from Home Office.



Afield in a Ford in the Fall (see article on page 11 re Photo Enlargements for framing)

Economy of Ford Service

WEAR is unavoidable even in the best car, but certain parts wear out more quickly than others. There is no need of scrapping your car because the piston rings have seen their day, because the platinum points of the vibrators are worn out. Probably the rest of the car is as good as new.

Medical men agree that the human body is renewed, cell by cell, every seven years. You can do the same with your Ford Car and prolong its life at minimum cost by replacing worn parts from time to time.

Ford service has been the means of doubling the lives of hundreds of Ford Cars, and cutting down the cost of motoring. The fact that a Ford Touring Car, which costs \$690, f.o.b. Ford, Ont., can be purchased part by part separately for \$917 is ample proof of the economy of driving a Ford Car.

It will pay you to have your car overhauled during the winter months. 700 Canadian Dealers and over 2,000 Service Garages supply genuine Ford parts and prompt repair service.

When buying, choose a Ford, and take advantage of the economy of Ford service.

Ford Motor Company of Canada, Limited
Ford - Ontario

A Hundred and One Calls to Make

FOR the professional man, the business man, the man who must get around quickly—the demand is for a light car—a car that goes quickly, stops quickly and has a quick get-away, and above all a car that is comfortable.

Night and the pouring rain, winter and the blinding snow, have no terrors for the Ford Coupe. It goes quickly through congested traffic, over slippery streets, bears its message and returns. It enables you to make your hundred and one calls quickly and in comfort.



Ford Motor Company of Canada, Limited
Ford - Ontario



SHE has been able to come down town in her Ford Sedan, do her shopping, call for her husband and take him home in comfort.

If the man shown on the left owned a Ford Sedan, his wife could do the same.

The difference between convenience and inconvenience is the remarkably low price of a Ford Sedan—the family car.

Ford Motor Company of Canada, Limited
Ford, Ontario

Think It Over

Price of Animals and Meats

July, 1914—186-7
July, 1919—289-7



Increased cost 59-1 per cent.

Price of Dairy Products

July, 1914—181-3
July, 1919—280-4



Increased cost 118-1 per cent.

Price of Hides, Leather, Boots and Shoes

July, 1914—173-6
July, 1919—285-3



Increased cost 121-9 per cent.

Price of Building Materials

July, 1914—140-6
July, 1919—280-



Increased cost 111-9 per cent.

Price of Woollens, Cottons, Silks, etc.

July, 1914—132-8
July, 1919—264-3



Increased cost 174-3 per cent.

Average increase in cost of 202 commodities—118-4 per cent.

Price of Ford Touring Car

July, 1914..... \$590
Oct., 1919..... \$690



An increase in cost of only 16-9 per cent.

Had Ford prices kept pace with the prices of all these commodities, Ford Touring Cars would now be selling at \$1311.57 instead of \$690



A Store is Judged Largely by its Delivery

"WHEN can you send it?" "Can I get it to-day in and day out from your customers."

"It will be there before noon - before 5 o'clock." "It will be there before you get your customers and bring them back to trade at your store."

When you buy a Ford One-Ton Truck you will surprise your customers by prompt delivery. It will take the place of three horses and three men, and for the occasional long trip to the next town, to the outlying country, for delivering and bringing in supplies—it will prove invaluable.

Ford Motor Company of Canada, Limited
Ford, Ontario



F. Thompson & Son
WHOLESALE FRUIT PROVISION
AND COMMISSION MERCHANTS

Sturtevant, St. J. 1917

Sturtevant, St. J. 1917

Dear Sir - Please send me order for another Ford truck for delivery as the earliest possible date. The first truck which we bought from you over a year ago has now all worn out and the average cost for fuel and maintenance for the year was \$5.67 per month. This truck cost me \$1,000.00 plus the tax and license charges by the Government at total \$1,100.00 per month.

The Ford One-Ton Truck is an invaluable asset for country or city use, both winter and summer.

Ford Motor Company of Canada, Limited
Ford - Ontario

Present Series of Advertisements

WE are reproducing herewith the series of advertisements we have been running on behalf of our dealer organization and in connection with our National Campaign, which is paid entirely by Home Office.

The Christmas advertisement appearing in the column opposite is being scheduled in our National series only.

We are issuing these as an insert as we do not intend sending out bound sets of this small series as we have done heretofore, and yet we wish you to have the entire set on file for reference purposes.

Ford Motor Company
OF CANADA LIMITED
FORD, ONTARIO

A LASTING CHRISTMAS GIFT

The Ford Sedan will be a constant source of pleasure in the years to come. Make this Christmas the beginning of a long season of happiness by presenting the family with a Ford Sedan—the car of comfort at a reasonable price.