

Ford Industry Growth Is Linked With Development Of Canada Through Years

When Winnipeg became a city 60 years ago, automobiles were unknown. Henry Ford, whose name is today a household word, was a boy of 11 on his father's farm, and nearly two decades were to pass before he was to build his first gasoline engine. But those years slipped by—there were 19 of them to be exact—and 11 more followed them, and then Canada and Henry Ford were linked together. Five more years, and the growing Canadian Ford industry was linked with the growing Winnipeg. In short, it began making its contribution to the upbuilding of western Canada 25 years ago. At that time, there were only 34 cars licensed in the province of Manitoba.

This is a summer of anniversaries. The most important, of course, is that of the discovery of Canada. It is four centuries since Cartier came over and set up his cross at Gaspé. Winnipeg is 60 years old. And this month the Canadian Ford industry is celebrating its 30th anniversary. When it was established, in an old wagon factory, at East Windsor, Ontario, on August 17, 1904, it had an authorized capital of \$125,000; and in the first year 117 cars were turned out—sembled, from parts bought in Detroit—by a crew of 17 men.

Largest in Dominion.

Today the Ford plant at East Windsor is the largest motor car factory in the Dominion; it covers 23½ acres and its annual production capacity is 100,000 automobiles, which are distributed to thousands of dealers in Canada and overseas; it employs an average of 5,000 workers, while its dealers, the various service garages and the Canadian industries engaged in manufacturing parts for Ford cars employ

additional thousands; by 1926, the company had invested \$26,000,000 in plants, stores and equipment, with an additional \$6,000,000 in subsidiary companies in other parts of the Empire; it is controlled by approximately 23,000 shareholders, 70 per cent of whom are Canadians.

The Winnipeg branch was opened in October, 1909, just five years after Ford operations began in the Dominion. For a year it had, control of the three prairie provinces, but the growth of the west and its needs and the growth of the industry were so great that in 1910 a distributor was appointed for Saskatchewan, and two years later a branch was opened in Calgary for Alberta distribution.

Ford Helps Growth.

Canada went on growing and the Ford car brought the farms and the towns and cities closer together, helped speed up the life of the country, opened up the way for better highways. The demand for

Ford cars began to exceed the supply and the little plant at East Windsor became a great industry. But, fast as it grew, it was not fast enough for the west. Something more was needed than two or three distributing centres. The result was the opening of the Winnipeg assembly plant, on December 4, 1916.

For 18 years, the five-story plant on Portage avenue has been making tangible contribution to the city which this month celebrates its diamond jubilee. It is the only automobile assembling plant in Winnipeg and it has paid Winnipeg men millions of dollars in wages.

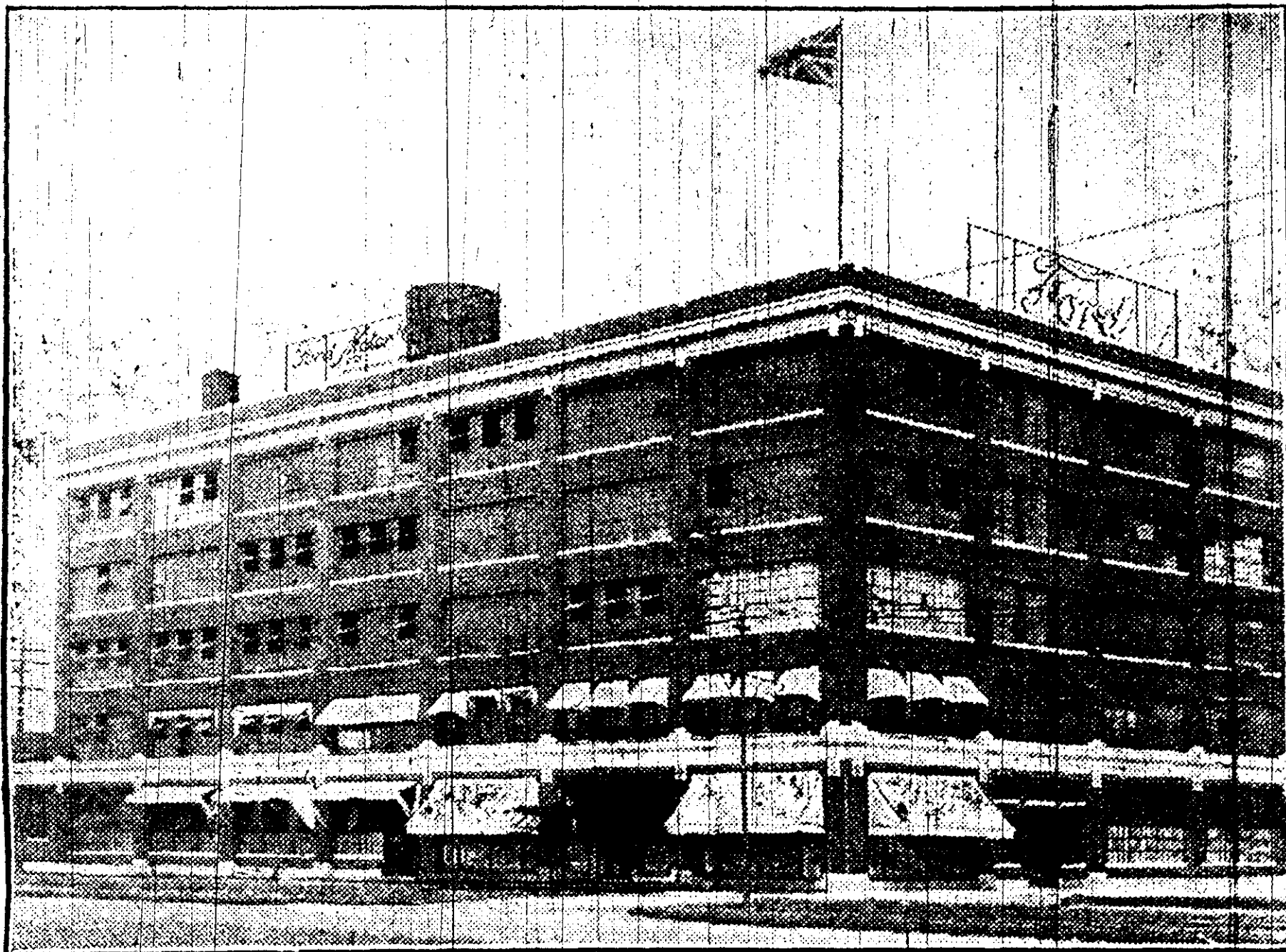
Romance of Industry.

The romance of Ford is one of the greatest romances in industry. Many years ago, at the outset of his astonishing career, Henry Ford said: "I will build a car for the great multitude. It will be large enough for the family, but small enough for the individual 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."

From that August day 30 years ago to this summer, through the production of more than 1,000,000 cars, through the development of the Ford from Model A to Model T, to second Model A, to the 1932 V-8 with its 108-inch wheel base, to the handsome and powerful V-8 of 1934, Ford of Canada has kept faith with Henry Ford's ideal, and has kept faith with the people of Canada.

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FORD'S WINNIPEG PLANT



Ford Motor Car Company of Canada have a modern assembly plant and offices on Portage avenue and Wall street.

COLORS WILL

Her Royal Highness, now Queen **BUCINERGO IS UP**