

FIFTY YEARS FORWARD WITH FORD

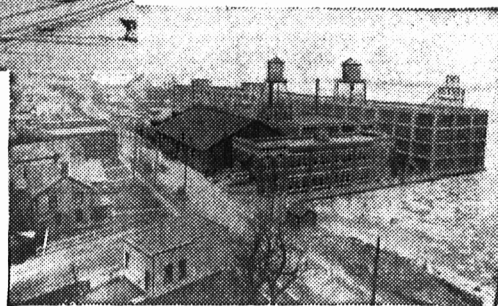


1953 another great FORD OF CANADA year!



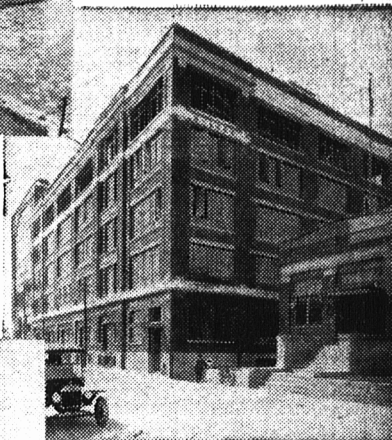
1904

Ford of Canada was born in a Walkerville, Ont., wagon works.



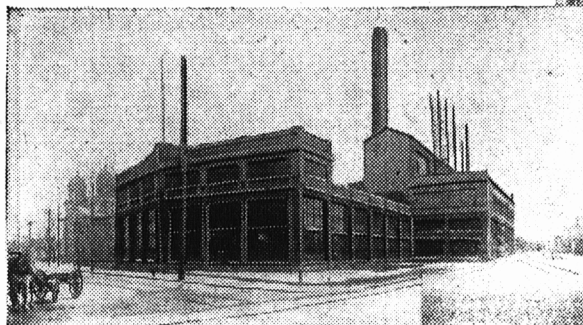
1910-12

New four-storey factory and office building created.



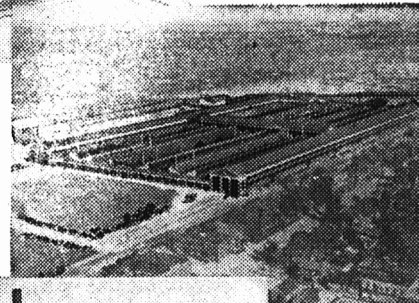
1915

New six-storey plant added.



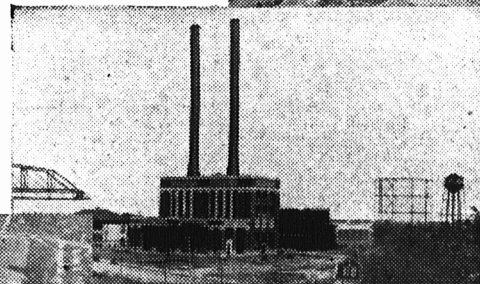
1919

The original power house.



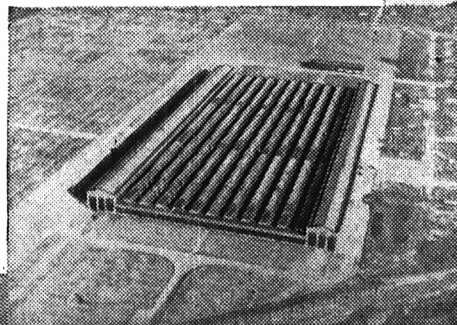
1922

Plant 2 was built.



1923

New Power House erected.



1937

Present Windsor Plant 4 constructed.

Down through the years, Ford of Canada has grown with Canada through serving and satisfying Canadian car and truck owners.

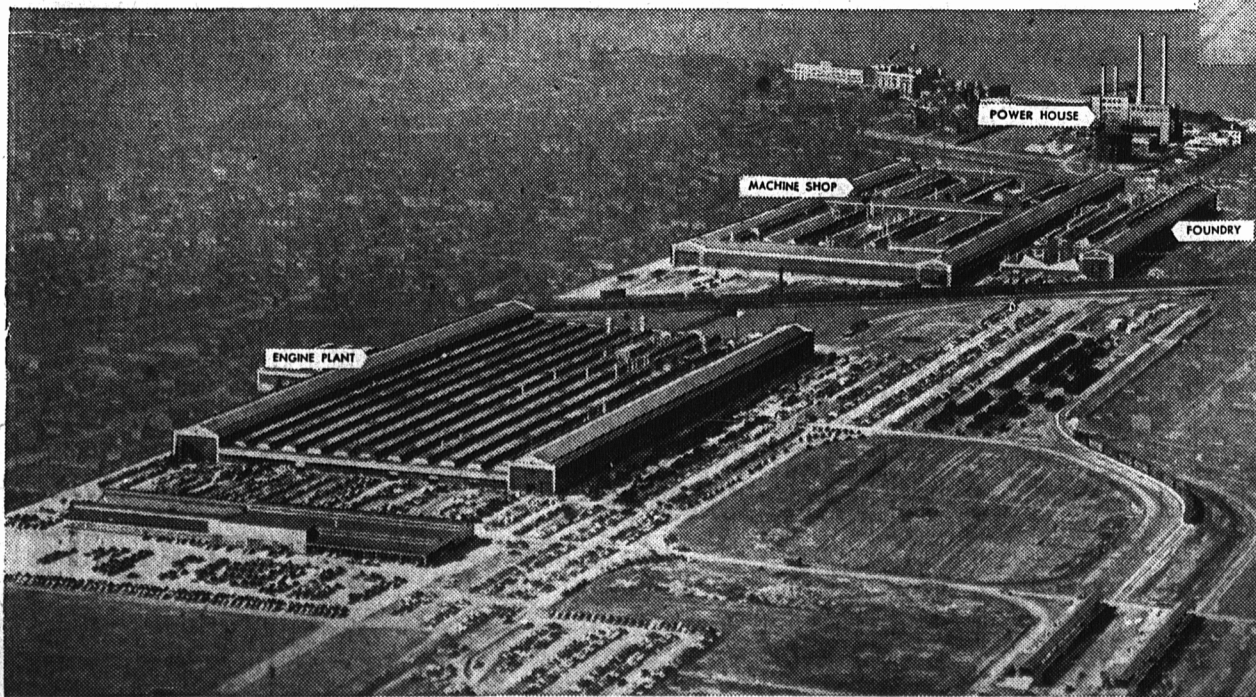
The vast, world-wide enterprise bearing the name of Ford has been built upon a reputation for quality and dependability. Ford precision, Ford accuracy, Ford durability are traditions in Canada's motor industry. They result from expert craftsmanship, exacting standards for material and production, and the finest and best equipped manufacturing facilities.

Now comes 1953 . . . Ford of Canada's 50th Year . . . unquestionably the greatest of all Ford of Canada "years". For this year will see the biggest of all Ford of Canada expansion programs—a program largely in the blueprint stage just months ago—turn plans into plants.

\$65,000,000 is being spent by Ford of Canada to create new manufacturing facilities and to improve existing ones. Half is being invested in our Windsor operations to provide the largest and most up-to-date automotive engine plant in Canada—the most advanced foundry—a \$7,000,000 addition to the power house—and a machine shop that will rank second to none in modern tools and precision equipment. In Trafalgar township, near Oakville, Ontario, a giant plant—now nearing completion—will start the actual assembly of cars and trucks by early summer.

Ford of Canada is in the automobile business. All its facilities are for one purpose—the production of more and better cars and trucks, and to provide the best possible service for our customers through our 1,100 dealers from coast to coast.

We are doubling the value of our facilities in Canada, plowing back into our company the equal of every cent of profit we have made since 1945, because we have faith in Canada and faith in our company's future. We know these facilities will mean better cars and trucks—and better values for buyers—because these plants will unquestionably be the most modern, best-equipped, and most efficient of their kind in this country.

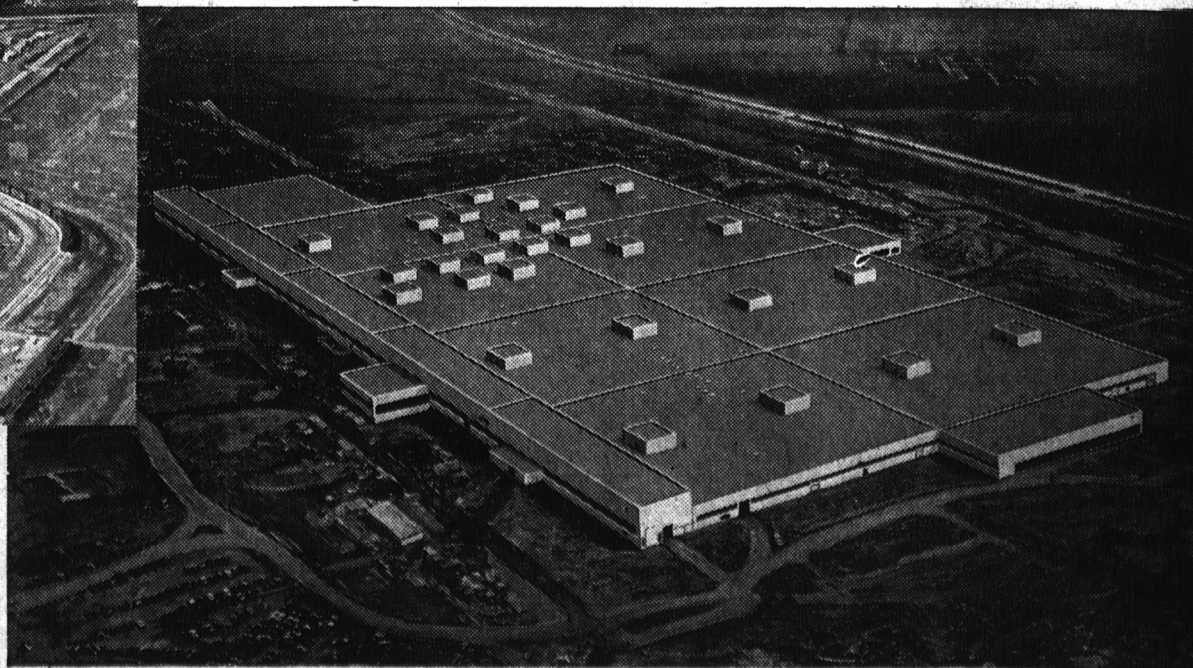


1953—A GREATER FORD-WINDSOR

Expansion plans now under way will pour \$35,000,000 into these Windsor operations to give Ford of Canada, and the city of Windsor, the largest Engine Plant anywhere under the British flag—the most modern Foundry—the most advanced and complete Machine Shop—a \$7,000,000 addition to the Power House—on a property of 460 acres, 60 of which are "under roof". More than ever, Ford-Windsor will rank as "showplace of Canada's motor industry".

1953—THE NEW FORD-OAKVILLE

We've "put a roof on a farm" to create the largest plant under one roof in Canada. Assembly plant alone covers 32 acres. Total land available for future expansion is 420 acres. Employment in the Oakville plant will probably reach 4,000 men. All Ford of Canada cars and trucks will be assembled here.



FORD MOTOR COMPANY OF CANADA, LIMITED

Ford and Monarch, Mercury, Lincoln and Meteor Cars . . . Ford and Mercury Trucks
Ford British-built Cars and Trucks . . . Ford Tractors, Dearborn Farm Equipment, Fordson Major Tractors and Implements . . . Genuine Ford Parts and Accessories.