

Ford Times

SPECIAL WAR ISSUE



IN THE CANADIAN
HOSPITAL-FRANCE

C A N A D I A N E D I T I O N



PEACE is such a precious jewel that I would give anything for it but truth. —*Henry*

Ford Times

S P E C I A L W A R I S S U E



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GOD of our fathers, known of old,
Lord of our far-flung battle-line,
Beneath whose awful hand we hold
Dominion over palm and pine—
Lord God of hosts, be with us yet,
Lest we forget—lest we forget!

—Kipling



Ford Times

S P E C I A L W A R I S S U E

Fords serve in a crisis—which is one reason why there are so many of them.



VARIOUS newspapers and periodicals have referred to the present conflict as the "gasoline war." What they mean is that the motor car is playing a most important part in the European drama.

Bodies of troops are moved distances hitherto impossible in a day. Ammunition and supply trains are many times as mobile as in former wars. Generals and staff officers are dashing from one end of a two hundred mile battle line to the other at express train speed. But best of all, the wounded are receiving prompt and efficient surgical attention, due to the rapidity with which they may be transferred from the scene of battle to a comfortable hospital cot many miles from the firing line.

It is in this work of mercy that Fords are serving most conspicuously. Hundreds of Fords have been equipped with ambulance bodies and are proving their efficiency in Northern France. Scarcely a mail passes but brings a photograph or story of these cars, affectionately dubbed "jumpin' bedsteads" by the "Tommies" at the front.

When war was declared, a group of wealthy Americans living in Paris equipped there what is known as the American Hospital. The European manager of the Ford Company immediately furnished ambulances for this hospital. With such help as could be secured during mobilization, the Manager in ten days' time constructed ten Ford ambulances and had them ready for service. The ambulance bodies were made of packing boxes in which the Fords had been shipped to Paris. They were fitted with canvas tops and nicely painted. Each ambulance comfortably accommodated two men. They were inspected and accepted at once.

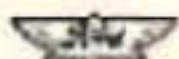
This was the nucleus. Since then the number of Ford ambulances operating out of Paris alone has increased to over a hundred. But these are not all, by any means.

Scarcely an expeditionary force has crossed to swell the total of Lord Kitchener's fighters that has not taken with it a complement of Ford ambulances. Many of these have been purchased by the authorities—but many have been donated by patriotic Ford dealers.

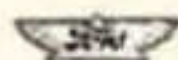
The Manchester, Eng., factory of the Ford Motor Company is now building a regular ambulance body and is turning out ambulances in quantities. Eminent British surgeons have pronounced the Ford the fittest car for ambulance purposes and have said many kind things of the service it is rendering.

One can easily imagine the strenuous duties a war ambulance must perform. What these duties are is told in detail on other pages of this issue. It is almost unnecessary to say they are such that none but the staunchest motor car can long survive.

Like all British subjects, we regret that war was thrust upon us. But now that there is war, we are glad we can do our share to mitigate its hardships and suffering.



The Ford is a "loyal" car—it doesn't fail in an emergency.



JACK BARBER, a Ford owner of Calgary, received a letter in the early part of November from Sergeant Tom Ray, who had charge at Valcartier Camp of a number of Fords used by the first expeditionary force. The letter is so interesting that, with the permission of both parties concerned, we are herewith reproducing it.

H. M. S. "Franconia," Mid Atlantic, Oct. 10th, 1914.
"Dear Jack,—I hope that you don't think I have forgotten you or yours even though I have not written before this. Well, better late than never, they say.



"To tell you the truth, in Valcartier I had hardly one moment to myself—everyone without exception worked at top speed all the time. I can assure you I for one was very pleased to get aboard the ship and to get away from it all. But I must say that they treated us splendidly in camp. The living was exceptionally good, but of course our bed was the cold, cold ground, but that no one minded. It was so healthful. One morning I had half an inch thickness of ice on my wash bowl inside the tent.

"It is quite a sight I can assure you to see so many large ships together. Of course, we are well protected, there are four Men of War with us, and I could not say how many are out scouting. We are not playing at soldier now, everyone is out for war. I can assure you that every man is determined to go through to the finish or die in the attempt. All the men are in the pink of condition with so much drill, and discipline. Certainly it has worked wonders. I am sure the people in the Old Country will be proud of the Canadian contingent, and well they might be, I say.

"We do two hours running and physical drill every day. I can assure you it is quite enough. The first few days I got awfully stiff, but it soon wore off. I had sixteen Fords in Valcartier in my outfit and, my word, they can pull. I have seen them in mud up to the axles and going just the same. They stood the test far better than any other car we had. I will have fifty cars and trucks when we get to France, somes ands. Thes are a poor car to my fancy, for hard work give me the Ford every time.

"Now Jack, I am writing on my knee, so excuse scrawl. I shall, if I am allowed, send you a letter from the firing line. Of course, if all goes well you know. It will be no joke standing up stopping bullets. But bless me, some must do it anyway. I was not long in Canada, and I can assure you if I may never come back, I shall certainly not forget my friends there.

"Well, Jack, I must go on deck now. We go to Church this morning."



AUGUST. Bing! All Europe was at war; the pessimists worked night and day conjuring up wild tales of possible ruin. People listened, hesitated, and then doubt crept in and business was temporarily at a standstill.

Now? Presto! The scene has changed; the shrieks of the pessimist are drowned by the blasts of optimism—people no longer hesitate, and behind business is a new impetus—the great awakening to Canada's opportunities.

The "Made in Canada" cry is spreading—optimism is rife—here are the facts:

Canada imported last year \$670,089,066 worth of goods. Most of the countries from which we bought are now at war—producing nothing. Where then shall we get these articles which we import yearly if we don't produce them ourselves?

Granted there are some things we can't make or raise in Canada, actual figures prove that it is a very small per cent of the 670 millions.

Again, Canada must supply the needs of the British Empire. Think what opportunities this alone affords. The United Kingdom itself imported from France, Germany, Austria, Russia and Belgium over \$950,000,000 worth last year. This supply is now entirely cut off—what's to stop Canadians getting a big share of those millions?

In a word Canadians now have a lien on over \$1,620,000,000 worth of new yearly business.

Canadian farmers are getting top notch prices for their products—over \$803,000,000 is being paid them in cash for last year's crop—and they have put more acreage under cultivation for the coming harvest. Canada has more money to finance legitimate business—business in Canada is good.

Fill your tank with optimism, put facts in your tool box, enthusiasm in the radiator, lubricate with perseverance, crank up and get going.

Optimism is the pass word.



A RED CROSS TRIUMPH

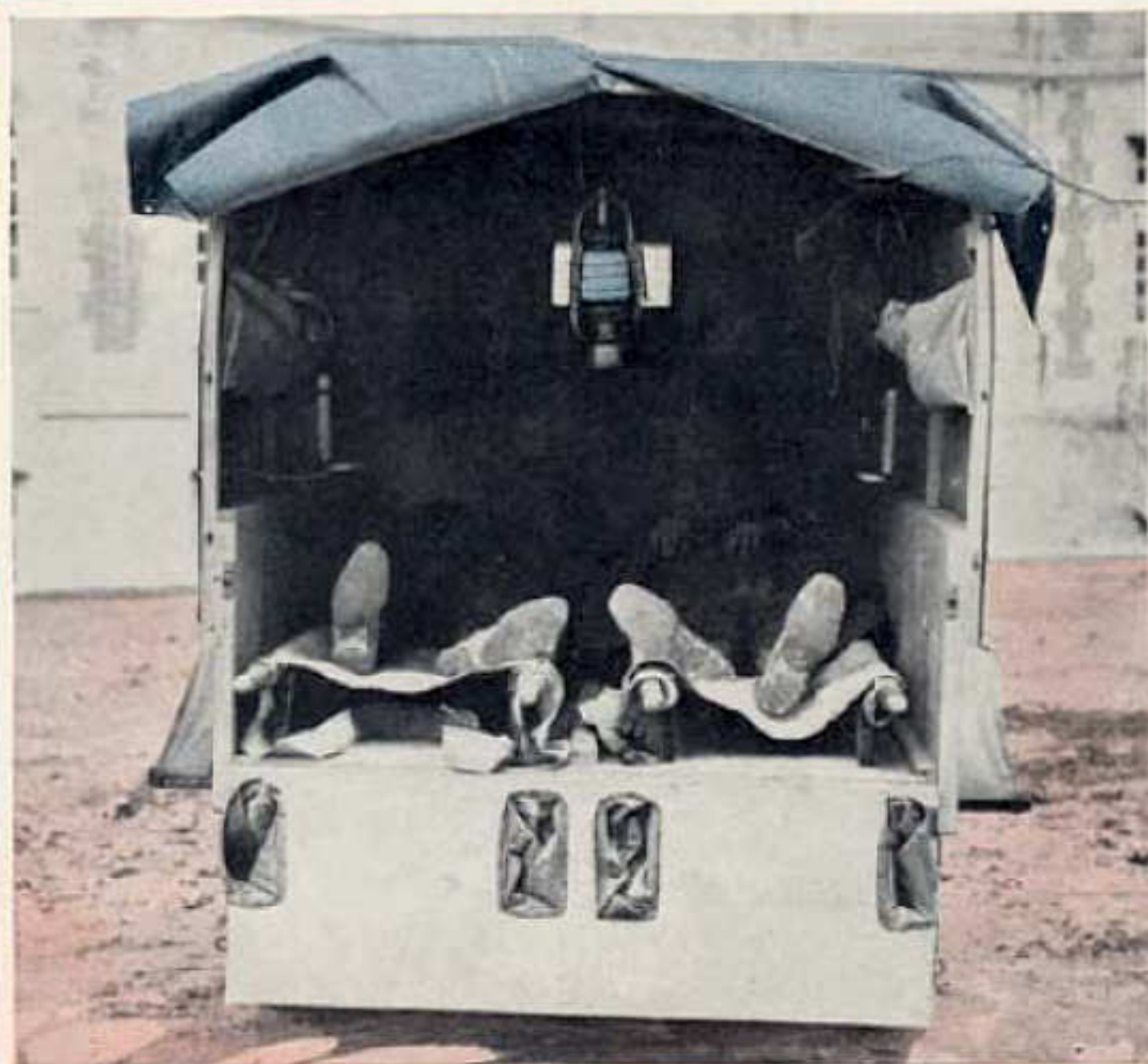
Ford motor service does valuable work in connection with American Hospital in Paris—Reprinted with permission from Motor Age

Of particular interest on this side of the Atlantic is the American hospital, which has its headquarters in Paris, and which is doing such noble work in Red Cross service on the firing line in Europe. Mr. Bradley's information as to this work is gathered first-hand and will give Americans an opportunity to find out authoritatively how

Ford cars are performing under fire.

PARIS, Jan. 20—When the war trumpet had sent national institutions tottering, when the railroads and highroads were monopolized by men going forth to fight, when American tourists were struggling to escape from a country in which their dollars and their

check books had become so much trash, when all Europe was shrieking and benumbed at the pestilence which was about to fall upon it—at that moment a group of American citizens in Paris rolled up their sleeves and prepared for the grim work they saw just ahead of them.



Showing how wounded soldiers are carried on army stretchers. Note pockets in tail board to receive the ends of the stretcher

The modern and scientifically-equipped American hospital at Neuilly formed the nucleus and an almost completed high school building in the same suburb of Paris provided the necessary extension for an army hospital. As quickly as if the dinner bell had sounded, the men in that high school building had dropped their tools to take up rifle, lance, or machine gun. But for them there was no after-dinner return. Their work was not sufficiently advanced to make the building fit for the youth of France, but it was in such a condition that the bare halls could be quickly transformed into wards and offices. With plenty of hard work, American good-will, and the necessary financial backing, the unfinished Lycee Pasteur, abandoned by its workmen transformed into soldiers, was, in a few days, a military hospital with accommodation for 900 men.

A civil hospital might exist without motor cars; to a military establishment they are as necessary as the steam to a steam engine, the clients to a store, the water to a mill. During the moments when nations are switching over from peace to war, motor cars are valuable and scarce. The American hospital committee discovered its first motor cars at the Paris branch of the Ford company. But they were not ambulances, and to make them into such the Ford company employed the cases in which the cars had been brought from America, and even tore up some of the flooring of their cinema theater.

From that hasty beginning a wonderful organization has sprung up. It would be more correct to say has been built up, for motor car organizations, whether they be ambulances or factories, can only be brought into being by persistent and



One of the original Ford ambulances nicknamed Susan, which went through three months' fighting, from the battle of the Aisne to the battle of Ypres



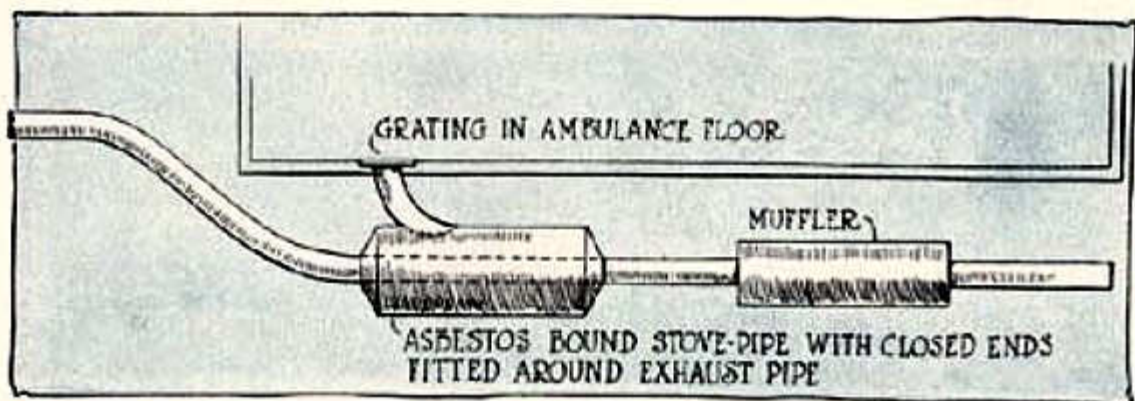
Section Commander's car. Note big tool boxes, reserve gasoline on fenders, big headlight and waterproof cover on tonneau

conscientious work. At the present moment there are attached to the American hospital in Paris about 100 motor ambulances. Fords predominate; their companions are English Daimlers and "Jumbo," an eight-cylinder de Dion-Bouton with a horse van body—but instead of racehorses it carries wounded soldiers.

A staff had to be got together. America supplied it before it was asked for. That list of names in the office of the captain of ambulances is worth looking over. Alphabetical classification puts at the head an ex-governor of Porto Rico; he is followed by an ex-assistant secretary of the treasury, the son of a well-known cotton king, ex-army officers, Harvard men. The paid workers might be counted on the fingers of one hand; the men who are driving cars as well as those who are sweep-

ing wards, washing wounds, and preparing bandages come from homes of luxury and an environment of wealth.

A Ford does not appear at first sight to be the best type of machine to make into an ambulance. One of the officials admitted that he considered it fit to decorate the landscape. The captain of a section, who took the trouble to explain that he ran a big car at home—a Simplex, a Packard, or a Pierce—said, "I have been on this job since August, but I have yet to see a Ford that failed to get there." Tommy Atkins, who has done much to increase the world's vocabulary since this war began, has hit upon a happy expression. The British soldier was wounded; he was making his way to the rear as best he could, when a Ford from the American hospital came dancing down the greasy,



Method of heating Ford ambulance

granite-paved, mud-bordered highway. It jumped off the paving stones into the mud bath, and from the mud bath back to the paving stones; it slipped past convoys and worked its way past wrecked machines; finally it pulled up in front of the Britisher.

"Blime if that ain't another of them bloomin', bleedin', jumpin' bedsteads," remarked Tommy as they lifted him aboard. And "jumping bedsteads," with as many adjectives as imagination can supply, the Fords have remained until this day.

How these cars were brought up to a state of perfection is a story of some interest to motorists. Before it can be told some explanation must be given of the work the cars have to do and how they do it. Although the hospital is a private institution, the entire organization is under military control. Every motor car carries a military number and every driver is almost as much under military control as the Englishman who has taken the king's shilling, or the conscript owing allegiance to France. In the earlier stages of the war, particularly when Paris was threatened, the ambulances made out and home trips from the hospital to the battlefield. They picked men up where they had fallen and brought them

direct to the hospital in the suburbs of Paris. Now that is changed.

The firing line is some distance away and the cars are sent out in sections and squads, to remain in the field for any period from 3 weeks to 3 months, to work under army directions, while at the same time maintaining their individual organization. The work is varied. It may be taxicab service in some town 50 miles from the battle line; it may be picking up wounded practically on the battlefield and carrying them to the field hospitals; it may be the removal of sick and wounded men from the field hospitals to the base hospitals or to the hospital trains some miles back.

The work is as exacting as it is varied. At any moment the hurry-up call may come and machines must be ready to start off for a run which may be from 50 to 250 miles, and for service which may last a few minutes or a few hours. It is not infrequent for men and machines to be kept going continuously for 18 hours without the motors being stopped.

A squad consists of five ambulances, a supply car and a touring car. A section is made up of two squads, or twelve vehicles, ten of them being ambulances and two respectively a supply car and a touring car. In the majority of cases

the ambulances work in sections, for these are absolutely self-contained, carrying with them all necessary parts to meet every possible emergency, and requiring nothing more in the way of outside supplies than gasoline and oil to keep them running indefinitely.

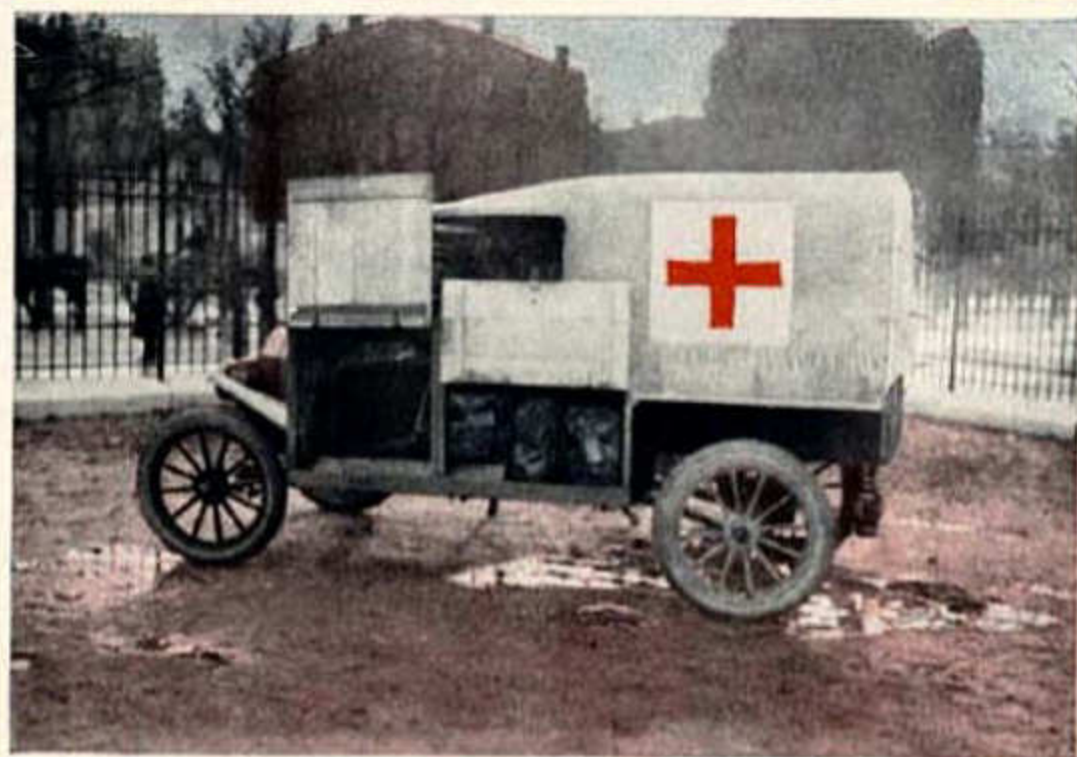
Each ambulance is built to receive a couple of army-type stretchers, or to carry four wounded men sitting, thus making with the driver and attendant—a maximum load of six men. It is a rule to carry four orderlies for six ambulances. Owing to the small dimensions of the vehicle it has not been an easy matter to fit up the Fords in a satisfactory manner. The body is of wood and canvas, with the canvas fastened down permanently all round except at the rear. Here there is a hinged tail board with canvas curtains above it fastened by

turnscrews. There is a considerable amount of overhang, and the army stretchers are a little longer than the body. Thus four holes have been cut in the tailboard and canvas bags fitted over these. This allows the ends of the stretchers to project, but prevents cold air entering. When men are sitting on the transverse benches hooked to the side panels, they have a tendency to get to the rear, in order to look out, thus upsetting the balance of the car. This is overcome by fitting a mica window on each side forward; the men move upwards to look out of this and in doing so evenly distribute the load.

As soon as the cold weather set in, the French army asked for heated ambulances. The American hospital tried to meet the want, and after some experimenting produced a simple heating apparatus of such



Ford supply and repair car with canvas side extended to form a roof and sides of lockers raised to form a workshop



Ford supply and repair car showing some of the cupboards open

efficacy that the Ford was dubbed by French soldiers "L'Hotel du Courant d'Air—Chauffage Central" (Drafty Hotel—Central Heating). Mr. McFadden, one of the voluntary workers who tackled this job, fitted a stove pipe around the exhaust pipe, closed up the ends, bound it with sheet asbestos, and carried a lead from the stove pipe through the floor about level with the heads of the men lying in the ambulance. The opening is covered with a grating. This arrangement will raise the temperature of the ambulance 17 degrees in half an hour. It supplies pure hot air, and has the advantage of costing but \$4.

The lighting outfit had to be simplified; originally there were too many bends in the pipes and no provision for drawing off water. Electric lighting was tried and abandoned, the experience of the ambulance people being that it is

unsuitable. Further, the British army authorities refuse to allow any car to be in service at the front with electric lighting only. If electric lighting exists it must be supplemented by gas.

Each car carries two spare casings, either on the left hand running board or on the roof extension above the driver's head. Spare tubes are contained in a box at the driver's elbow. The gasoline supply for each car is 35 liters or 7.7 gallons in tank, and 30 liters or 6.6 gallons in reserve. This reserve supply is contained in six cans, three on each rear fender; in addition a small supply of kerosene is carried for side lamps and a reserve of 2 gallons of lubricating oil. This reserve supply must always be maintained. In this way the ambulances are ready to respond to every call for a distance of not less than 250 miles without any outside supplies being

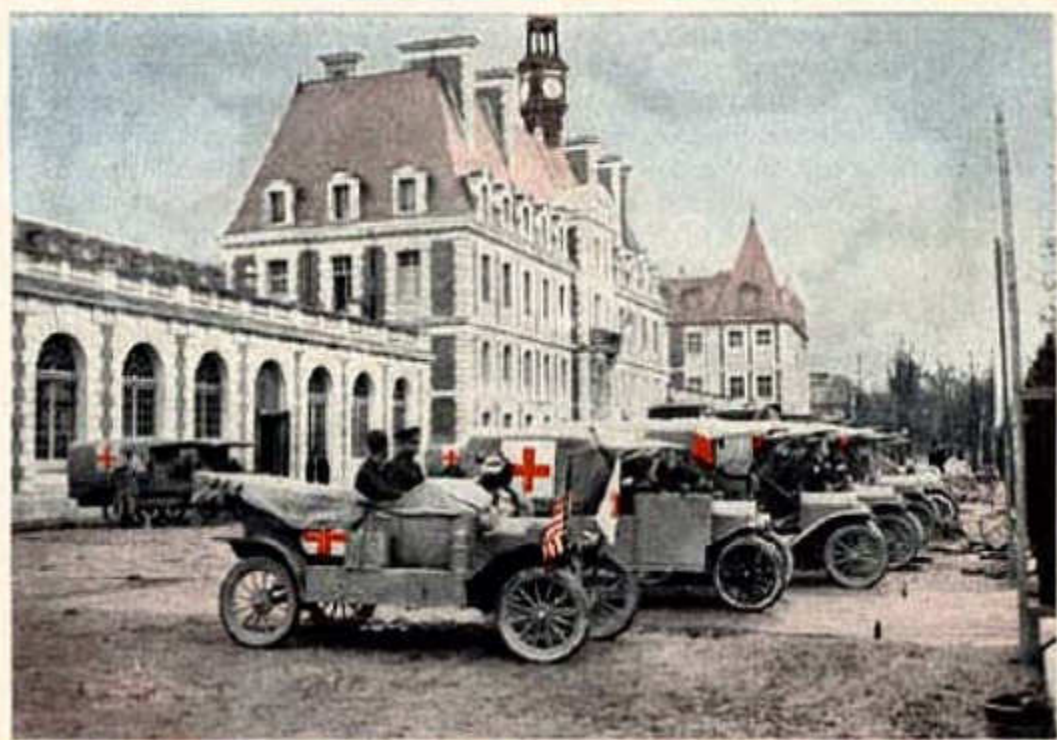
needed. Under the canvas apron, which replaces the glass windscreen, every driver has a bottle containing sterilized water, and a military kitchen with all eating utensils.

The touring car and supply car which travel with every section are marvels of ingenuity. All jimcrack ideas have been driven out by the stern realities of war, and the touring car can handle all the kit and food of the men in its section, while the supply car has enough spares to build a complete Ford car.

The problems in the supply car were to have the load distributed so that the weight should be carried with the least possible strain, to make every spare accessible, and also to render control of the stock easy. This car carries a radiator, cylinder casting, set of pistons, rear axle, spare wheel, steering levers, and

a stock of small parts usually only to be found in a motor car store. The general arrangement, for which Fred B. Bates is responsible, is shown in the illustrations.

Boxes for spare parts are built all around the car in such a way as to get the load well centered and as low as possible. The body is of wood and canvas, with the canvas sides capable of being extended and held up by props so as to form a convenient workshop. Within the body are shelves receiving metal boxes for such articles as bolts, nuts, gaskets, nails, screws, spark plugs, etc. Every cupboard is numbered and a list maintained of every article in each cupboard. As a note is made of every part given out to drivers, the keeper of the supplies knows exactly what stock he has in hand and can supply any part at a moment's notice.



A complete section of the ambulance service, with commanders, and supply car ready to leave for the front



Several of the Ford ambulances attached to American Hospital, Paris

The touring car bears a closer resemblance to a Ford, for the original body has been maintained, but instead of passengers being carried at the rear, this is filled with the men's kit and covered with a heavy waterproof which also encases the top. The running boards are lost under big tool and spare parts boxes, the tops of which are fixed and the sides hinged. This is a detail which has its importance in wet weather. This car is fitted with a powerful marine-type searchlight mounted on the dash; it is used to facilitate explorations when traveling at night in a strange country. It will be seen from the illustration that a 2-gallon can of gasoline is carried on the top of each front fender.

It will be asked what are the mechanical troubles which develop with this type of machine. They are surprisingly small. Spark plugs

give a lot of trouble; under the heavy going brake bands fail more frequently than in normal service. But this is about all. The accurately-kept list of spares supplied to a section of twelve cars which had been at the front for 8 consecutive weeks showed nothing more important than a set of steering levers (damaged in a collision) hub caps, gaskets, spark plugs, switch keys, headlight burners, tail lamps, and brake bands.

The war has reached such a stage that it is necessary to keep very few ambulances at the hospital in Paris. The captain of ambulances is striving to keep his whole fleet in the field, under the direction of the military authorities. When a section comes back—it may be after a couple of months' constant service—it is repaired, overhauled, given fresh supplies, and sent back into the field. The firing line now is too

far away for men to be brought in direct to the hospital. The wounded are taken from the hospital trains coming to the outskirts of the city, or from the regulating hospitals surrounding Paris. Only a few of the larger type ambulances are required for this work.

The men who go out with the sections for the front have little or no

knowledge of their destination. It is one of the rules in army service to ask no questions. They may be bombarded out of villages, they may collect shrapnel in their wooden panels, the garage may be a public square and the hotel a barn or a stable—but everybody is satisfied and every man is willing to meet the calls made upon him by the sick and wounded.

Good Work at Salisbury Plain

A FORMER Windsorite, Major Montague Moore, or Monte Moore, as he used to be known here when he was connected with the Canadian Salt Co., had the nicest command in the whole Canadian contingent over on Salisbury Plain, according to Mr. W. M. Bennett, vice-president of the Gramm Motor Co., Walkerville, who recently returned from the old country.

Major Monte Moore enlisted at Vancouver and has risen to be head of the supply column. He has about a dozen officers under him and several hundred men. He has also about two hundred motor trucks, being in charge of the transport department.

"He makes a corking fine officer," stated Mr. Bennett.

Conditions at Salisbury Plain were described by Mr. Bennett as

unexpected and fierce but the Canadians were meeting them with characteristic courage and cheerfulness.

No British soldiers have ever remained in camp on Salisbury Plain after the first of September. Some complaints reached the ears of Lord Kitchener, who gave the Canadians the option of going into barracks and private houses, where territorial troops are quartered. The Canadian officers held a conference and the unanimous reply was that they would stick to Salisbury Plain rather than turn out the territorials and change places with them.

Mr. Bennett paid a high tribute to the Ford cars, which, he said, were the only machines that could get through the mud in Salisbury Plain.

"Other cars would be stalled when the Ford would go through," he said.

Self-trust is the essence
of heroism—Emerson



Saving a Cathedral treasure from German bombardment at Malines

The Man Who Keeps His Head

("Britain's Motto: Business as Usual")

There's a man who fights for England, and he'll keep her
still atop,
He will guard her from dishonor in the market and the shop,
He will save her homes from terror on the fields of Daily
Bread,
He's the man who sticks to business, he's the man who
keeps his head.

Let the foe who strikes at England, hear her wheels of
commerce turn,
Let the ships that war with England see her factory furnace
burn,
For the foe most fears the cannon, and his heart most
quails with dread,
When behind the man in khaki is the man who keeps his
head.

Brand him traitor and assassin who with miser's coward
mood
Has his gold locked up in secret and his larders stored
with food,
Who has cast adrift his workers, who lies sweating in his bed,
And who snarls to hear the laughter of the man who keeps
his head.

Let the poor man teach the rich man, for the poor man's
constant strife
Is from day to day to seek work, day to day to war with life,
And the poor man's home hangs ever by a frail and brittle
thread,
And the poor man's often hungry, but the poor man
keeps his head.

When the ships come back from slaughter, and the troops
march home from war,
When the havoc strewn behind us threads the road that
lies before,
Every hero shall be welcomed, every orphan shall be fed,
By the man who stuck to business, by the man who kept
his head.

—Harold Begbie, in the London Daily "Chronicle."



Gun practice at Valcartier Training Camp, Valcartier, Que.



Ford cars took part in maneuvers at Valcartier Camp

FORD MEN WITH THE COLORS

Many former employes of Ford Motor Company are now in the service of their country

MORE than three score former employes of the Ford Motor Company of Canada, Limited, are now with the colors. An even larger number of the employes of the Ford Motor Company of Manchester, England, have responded to their country's call, and practically every able-bodied male employe of the European branch of the Ford Motor Company, located in Paris, dropped his work to don uniform and shoulder a gun at the first French mobilization order.

Altogether the Ford contingent, which besides the employes of the Company itself is composed of many employes of Ford Dealers in various parts of the world, would make quite a respectable command.

If these hundreds of men are fortunate enough to return when victory is ours, their places will be waiting. In the meantime those of us who are not doing the actual fighting, are keeping the wheels a-turning at top speed and the Ford machine is humming along with the big sign displayed: "Business as Usual."

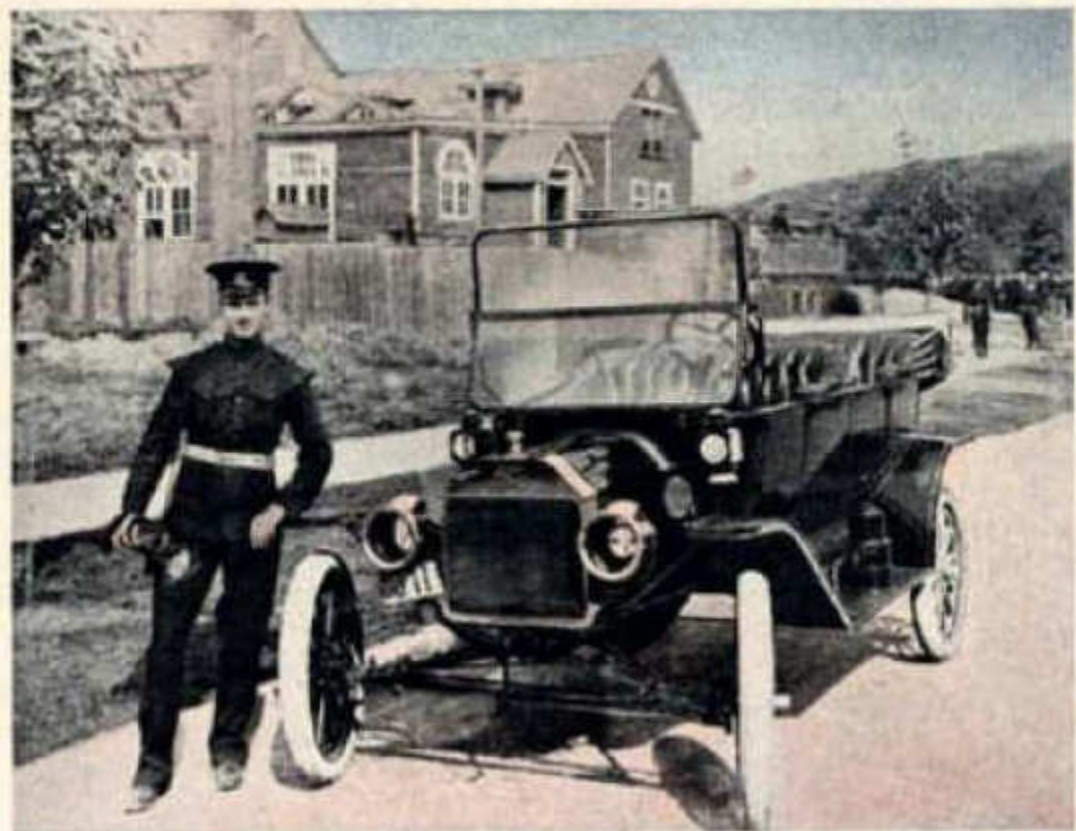
Forty men from the home office and factory of the Ford Motor Company of Canada, Limited, at Ford, Ont., have either gone to the front or are waiting orders to join their commands. Among these are three Lieutenants, T. Kirkham and J. Beaumont, who left with the third contingent and E. B. Baxter, commanding a force now guarding the



Officers, former employes of Ford Motor Co. of Canada, Ltd.
Lieuts. E. B. Baxter, T. Kirkham and J. Beaumont



A few Canadian Ford men who left with the first contingent. Left to right, top row, Charles Mutton, John Wyncot, R. S. Young; center, Chris. Rose, first Canadian Ford man to fall in action; bottom, W. J. Ward, A. G. Sanford



Sergeant-Bugler Fred Barton, formerly salesman at Calgary branch

international tunnel at Windsor, Ont., and John Mills, unassigned.

Other employes of the home office and factory who answered their country's call are:

A. Dudgeon, C. Rose, Geo. McNab, M. H. Jones, J. Rogers, Geo. Price, W. J. Huntingford, E. Rogers, J. Burns, G. C. Mercer, D. Nixon, Geo. Lowe, A. McLean, W. Harris, J. H. Lewis, H. Jones, G. Pike, S. J. Lyon, W. H. King, S. Sargo, A. Pauluk, F. Kushuy, L. Winsky, T. McCabe, J. Lozuky, S. Pavaskviu, Thos. Munton, A. E. Cheeseman, A. Pullen, E. Pullen, T. Hardie, G. Gordon, T. Gordon, A. J. Mansell, J. Gibbons, M. Kemovitch, A. Furkaur.

Besides these, twenty-eight employes of the nine Canadian branches and two large Dealers of the Company have left for war.

They are: Calgary branch—Charles Sloan, Charles Clark, James Jackson, Fred Barton; Hamilton branch—John Wynkocot; Montreal branch—Wm. White, H. Harper, R. Boldue, L. Tellier, M. S. Thomas, D. Scott; Saskatchewan Motor Car Company, Regina—S. Kenan; Toronto Branch—Charles McCluskey, Gordon Dennis, Ernest Berry, Curzon Osborne, H. R. Ramus, H. D. Roberts, R. S. Dyball; Vancouver branch—H. D. Hunter; Universal Car Agency, Windsor—William Atkinson; Winnipeg branch—W. J. Ward, A. G. Sanford, R. S. Young, C. Phillips, F. Matthews, H. Hill, A. E. Ward.

Our former employes now at the front have written back telling of many strange experiences and giving us first hand knowledge of what the men near the firing line think of the Ford car.

Mr. Louis Tellier, formerly a salesman at the Montreal branch says that the French troops have become so enthusiastic about the Ford that they are demanding more Ford equipments from their Government. He writes:

"Different branches of the army service corps have asked for 'requisition'—that is the French word for a forced sale by the owner to the Government—of a few Ford cars and I know for certain that some of the cars coming from our English factory for the British forces will be turned over to the French."

A letter written by Arthur George Sanford, formerly a salesman at the Winnipeg branch gives a vivid picture of trench life. From last reports Sanford is right in the thick of it. "Bill" Ward, referred to in Mr. Sanford's letter is also a former Winnipeg salesman. The letter reads in part:

"This is our first real experience of the trenches and I am going to try to give you a rough idea of what things are like here. I can give no information as to location or strength, etc. The censor won't pass that kind of stuff. We are in a line of trenches just on the outskirts of a wood, which is in our rear. The German trenches are just about 75 to 100 yards in front of us and even as I write the bullets are flying all round. It doesn't pay to show your head. Several of our fellows have been wounded already, among them Bill Ward. I have not seen him but I understand his wound is not serious, a splinter of shrapnel hit him in the face and also cut two buttons from the front of his tunic. Before mailing this I shall ascertain just how he is so I can let you know. Bill is quite a favorite with his comrades and we are all anxious to have news of him.



Private Harry Jennings, Forest, Ont., the first wounded of the Princess Patricia's to return to Ontario from the trenches

"I am in the front trench and have had some near squeaks. One shell burst within a few yards of our trench and we were spattered with mud. One time I stuck my head up and—zip—a bullet passed close to my ear. I took my head down right away quick. During the night we had lots of fun. The Germans kept setting off star shells, which they throw into the sky to illuminate the ground. Large parties of them left their trenches and spent the darker hours of the night in improving their entanglements and doing all kinds of work. Our orders were not to fire unless attacked and although I had some fine chances I dared not fire. It was very quaint to hear them shouting at us, whistling, singing, etc. They seem a cheery bunch.

"They would fire a few shots and then call out 'How do you like that?' 'How is the blockade suiting you fellows?' One played 'God save the King' on a tin whistle and each time a star shell went up they would flop down flat.

"I had two watches of two hours each during the night in the front line of trenches and we had several inches of water to stand in, which made things very miserable. We were supposed to keep our heads up when on guard but we soon found that if we did not duck a bullet would look along and they do not sound pleasant.

"It is astonishing to all of us how little we think of firing now. As I write this one of our fellows has just called us to see the Germans shelling an aeroplane. He says he can see the shells bursting close to it yet I can't be bothered going to the window to see the fun. I have written most of the letter after returning to our billet which is in a farm loft.

"I found writing in the trench

difficult. Have just heard that Bill is not seriously wounded but will be back to duty in a few days. As Ab. rather quaintly puts it—he was able to leave the danger zone under his own power and smiling broadly. On our way to the trenches we pass a large church which has been pounded all in holes by German big gun fire. Everywhere one sees signs of war although the confidence displayed by the peasants in calmly cultivating their fields right under the guns is rather flattering to the British soldier.

"In conclusion I would like to say that the man who underestimates the German soldier and thinks he is not brave has another think coming.

"Kind regards to all. Yours very sincerely."

Here is the last official list of the employes of Ford Motor Company of Manchester, Eng., who are fighting in His Majesty's service:

Navy

Chief Petty Officers, R. H. Blackwell and H. Harfoot.

Petty Officers, B. M. Rundle, F. E. Cummings and R. Cunio.

First-class stokers, W. Haydock and R. Kirk.

Gunner, A. C. Vass, R. M. A.

Naval Police Corporal, H. Smith.

A. B.'s, Chas. Evans, F. Aldcroft, J. W. Beswick. A. J. Smoker and James Gilkes.

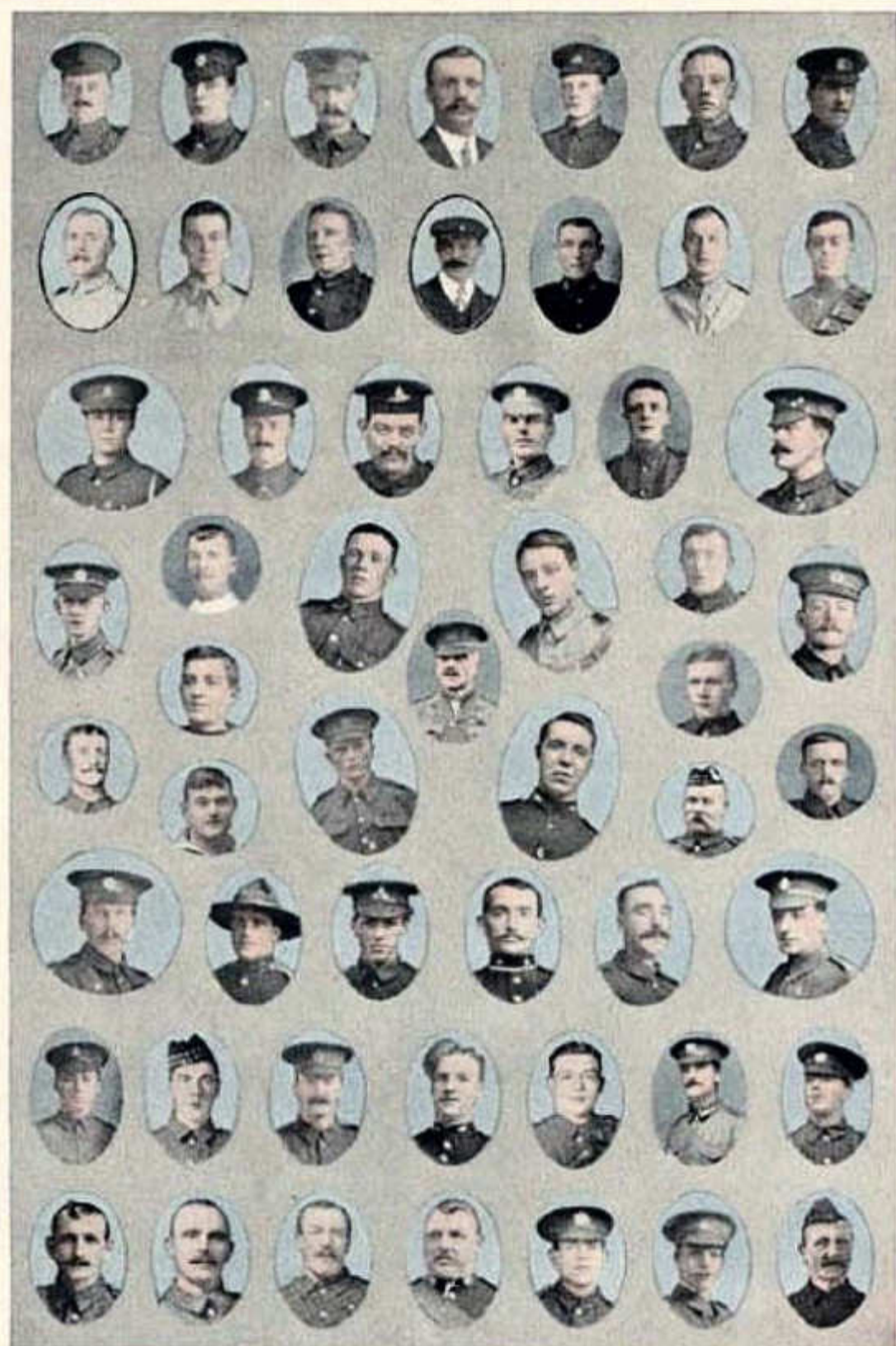
Army

Warrant Officers:

Conductor of Ordnance Stores, B. J. Collingwood, Quartermaster-Sgts. C. T. Joyce, J. Graham and W. Dunne, Instructor T. Boland.

N. C. O.'s

Sgt.-Major T. Hayes, Col.-Sgts.



These are some of the employees of the Ford Motor Company of Manchester, England, who joined His Majesty's forces at the first call

P. Burke and J. Pinder, Sgts. T. Whelan, E. A. Corbett, W. Blackburn, J. T. Gee, W. Turner, T. Atherton, S. Barnwell, E. H. Leonard, H. Edwards, E. Ryder, J. Edwards, Lance-Sgt. F. Roddy, Corpl. J. Chappell, Lance-Corpl. F. W. Hill.

R. A.

Gunners, N. St. Angelo and T. Hudson, Drs. A. Kennedy, R. J. M. Scott, J. A. Thomas.

R. E.

Sappers, J. Barrett and G. R. Jackson.

Cavalry

Troopers, T. Gilkes, J. S. Monohan, J. Murray.

Infantry

Drummer H. Blackburn, Privates P. Sands, F. Schofield, F. Morton, J. Lavelle, G. L. Jackson, T. Bell, R. Cottam, J. Henderson, W. Ball, J. E. O'Neill, T. Jeffreys, E. Kay, W. Kelly, W. Grace, W. Halsall, J. Handley, D. Storrie, P. Oblett (French Army), H. Ogden, W. P. Platt, W. Pullen, J. H. Racle, N. Revis, J. Rhodes, F. Roden, E. Prescott, W. Ellis, A. Owen, T. Duffy, J. Mullaney, W. Gibson, W. Jones, J. H. Wilson, H. Monohan,

H. Wells, J. Matheson, — M'Kinnel J. M. Skinner, R. Sedwick, G. M'Mullen, A. Tilley, C. E. V. Dixon P. Duffy, H. J. Earlam, A. E. Eaton, G. H. Edge, C. Lyons, T. C. Maguire, G. M'Almond, C. W. M'Kenna, T. Tipton, A. Toms, J. Turnbull, W. Turner, W. Fisher, J. Ford, C. Fryers, H. Fry, S. Blacklock, F. Blackshaw, F. G. Bywater, W. F. Brown, J. Buchanan, C. B. Chappell, A. Hughes, J. M'Conville G. Swindells, H. Topping, J. Williams, H. D. Boughton, W. Doig, G. Warnock, A. D. Driver, F. Williams, B. Hough, J. W. Goodyear, S. A. Weaver, F. Poyle, T. Bolton, R. J. Hassall, J. W. Coombes J. Bebbington, S. Bennett, E. H. Greatbanks, J. Sandiland, J. Davis, F. S. C. Cooper, A. H. Roberts, C. Akerley, S. Alsop, J. E. Worthington, E. J. Yates, J. Burns, Wm. M'Cabe, G. F. Holt, J. Caffrey, A. Kelly, E. G. Vickers, T. Wadlow, H. Wanless, G. Watts, E. Weddle, G. Wilding, G. Williamson, E. Wood, S. Lambert, E. Snowden and J. Shaw.

Ambulance Drivers

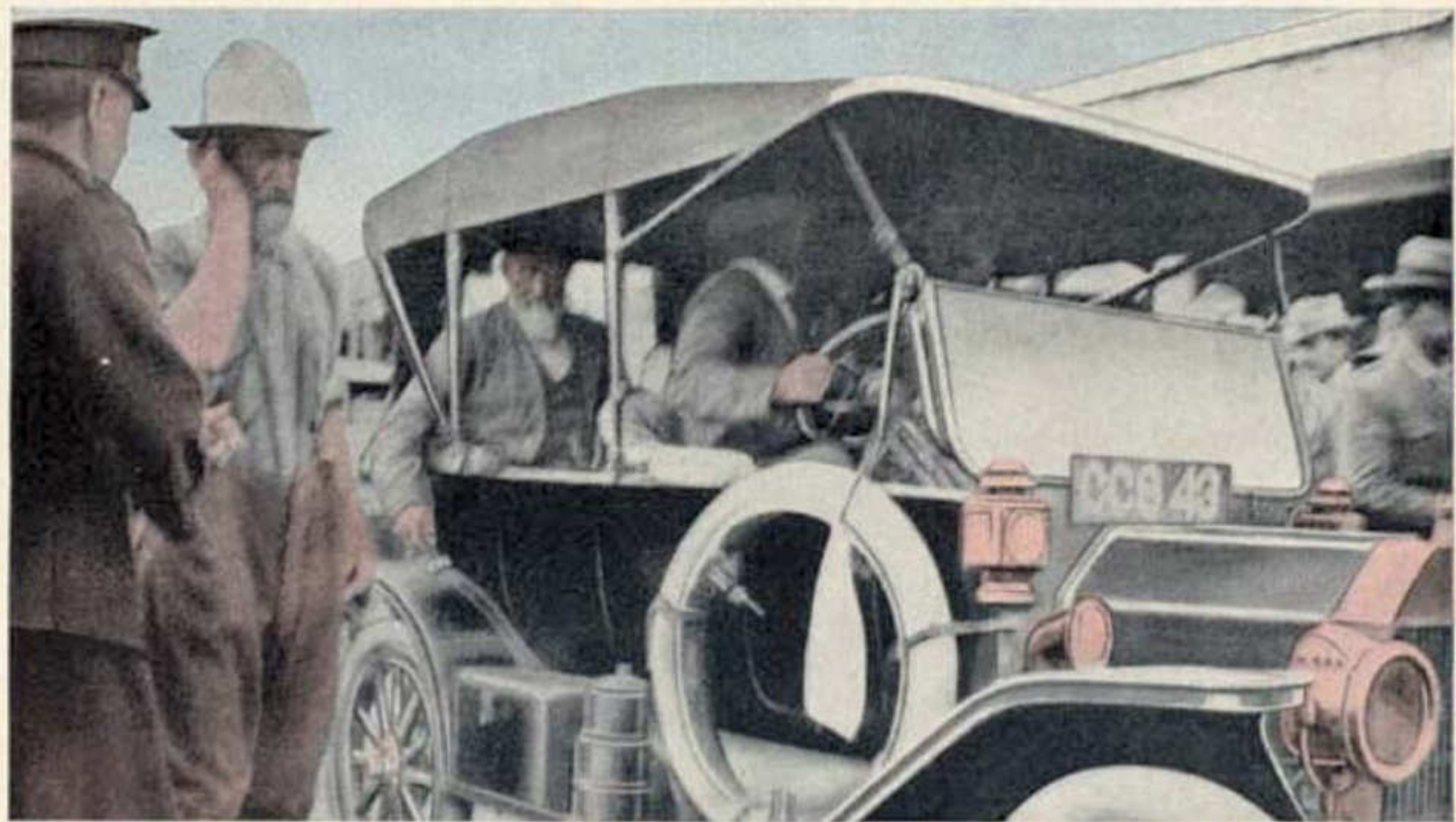
L. Robinson, H. Manning, J. W. Barnett, W. Bowden, H. S. Jones, S. Gee, S. Clarke, P. Lord, J. C. Jones, P. W. Fell, C. E. Boland, R. M'Kee.

Military Horses Replaced by Fords

MILITARY officials of the Dominion have not been slow to realize the necessity of automobiles in present day warfare, and as a result motor cars are now just as much a part of Canadian militia equipment as uniforms or guns. The militia posts have long been supplied with a considerable fleet of Ford cars which have been found of practical usefulness even in times of peace.

Now that troops are mobilizing for the European war these cars are more completely demonstrating the service they can render and the government has recognized the importance of this service by adding even more Ford cars to its equipment.

Some of the cars went to Europe with the first contingent for use on the European war field, scouting, carrying messages etc.



Ford brings in the captured General DeWet who led a futile rebellion in South Africa, General DeWet rapping his pipe on fender

FORD CAPTURES DE WET

Former Boer general who recently headed the South African revolt subdued by motor cars

HOW a rebellion against the British Empire was stamped out by the aid of motor cars forms the plot in one of the latest melodramas on the world's stage. It was enacted in Orange Free State, South Africa, during the recent Boer troubles, and came to a climax when General Christian De Wet, the famous Boer leader and politician, was captured and brought back a prisoner in a Ford automobile.

While there were 40,000 men in the field against the rebels, a force of a hundred and fifty automobiles played the leading part in rounding them up, and the rapid transit of the Imperial troops is what took the heart out of the insurrection in a hurry. Not only did the machines enable the troops to surround the enemy but it remained for one, a Ford touring car, to even capture the leader, De Wet, and to remove him from the field of battle to the railway station at Vryburg, enroute for Pretoria, as a prisoner of war.

De Wet's own brother, Piet De Wet, was one of the many Boers who remained loyal to the Crown, and he gave information which was

of importance in the operations.

The elderly Boer general was the most formidable leader in the Boer war of 1899, but after peace was declared the government entrusted to him the important post of Minister of Agriculture for Orange Free State.

Aside from the many motor cars commandeered and rented by the government forces, many more were offered gratuitously by Ford dealers and owners. Several cars were loaned by Messrs. Arkell & Douglas, Inc., general Ford dealers for South Africa.

No harder work was ever attempted by pleasure cars, especially as most of the country over which they travelled was without roads. The cars covered over fourteen hundred miles in the first campaign in the rebellion, carrying extra heavy loads with the roughest possible treatment. The wonderful way the Fords went through the entire campaign proved their durability. It also redounds to the credit of the Ford that it should have been selected for so important a mission as the removal of the former Boer leader.

Fords are Marvel of War Zone

JOSEPH B. DOE, a prominent attorney of Milwaukee, has received a letter from a relative "in the war zone," who, after describing the tremendous labor, hardships and cost of motor transportation, concludes with the significant statement: "The Ford car is the mechanical marvel of the war." The ambulance service

in Paris, maintained entirely by Americans, now has more than a hundred specially constructed Ford ambulances. They are hourly bringing the wounded in from the field hospitals of the outlying villages and towns. The Ford has proved to be the only car in the world that can stand up under this terrific service.

WILL THE FORD STAND UP?

Proof that they are "standing up" is furnished by some interesting facts collected by The Ford Motor Co., Ltd., of Manchester, Eng.

TO the man of experience in Ford cars that question should read "will any car except the Ford stand up under conditions of rough usage?"

It is generally argued by the critics of the Ford that it was constructed for the rough roads of America and therefore possessed qualities which were unnecessary on the comparative billiard table road surfaces of England.

The answer, of course, is, that extra strength is not a defect but an advantage. The car that will stand up under rough conditions will stand up even better under smooth conditions.

On the other hand the car that is built for good roads is a weakling

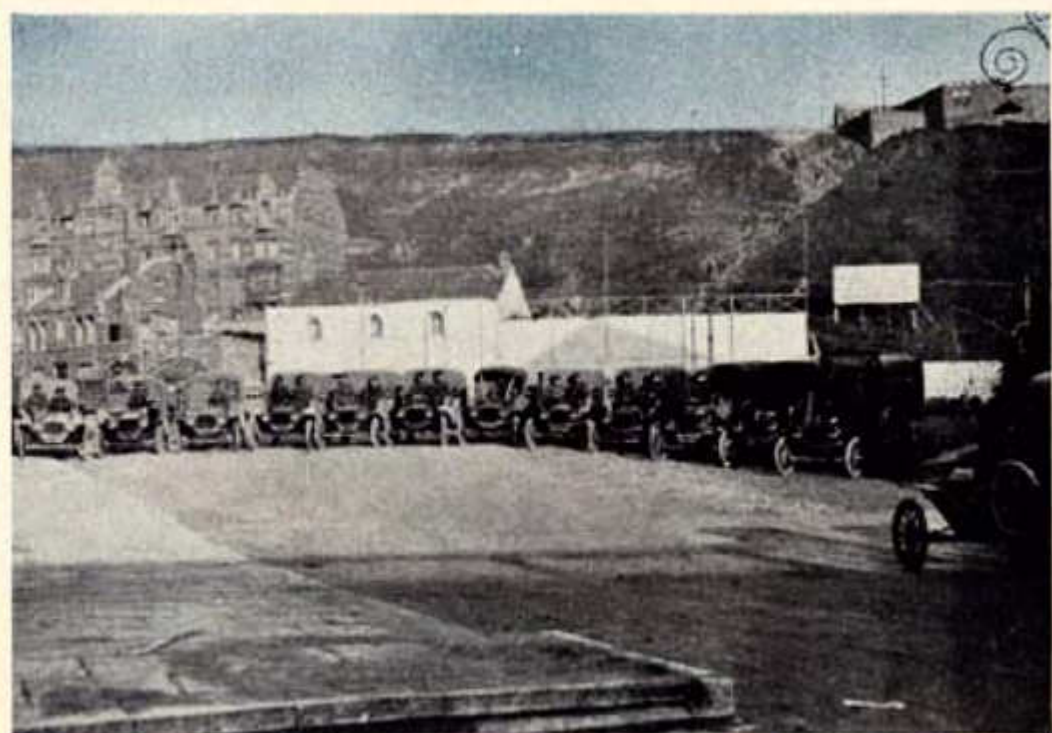
on rude tracks, and must fail utterly at cross country work.

The Ford is doubtless the only motor vehicle that has for a dozen years proven its quality under the most hopeless conditions everywhere around the world—where roads are, and where roads are not. It is almost as indifferent to the stresses of the Pampas as it is to the "mountains of Piccadilly or the wilds of Leicester Square"—as the "poet" puts it.

The superlative strength of the Ford resides in the simplicity of its design, its lightness and in the material incorporated in it. Its steel (vanadium) is not only the finest for the purpose; it is also the costliest.



Ford which has been going day and night since war began, Canterbury, England



Fleet of Fords in service at "a place" in France

These things are well known to you. The ease of control, the economy and the reliability, also. They are only mentioned so that you may have them in your mind when you train your siege guns upon the opposition.

Remember, too, the famous South Downs trial and the ascent of Ben Nevis, feats that tested every quality of endurance in a car—every quality required in a motor ambulance because the ground covered, on the trackless Downs particularly, is as analagous to the rough cross country work of the battle field ambulance as it can well be.

No other car emulated the Downs trial, because other cars are not strong enough or powerful enough to stand that kind of battering. And no other car can so well stand the battering of the battlefield.

Long before the war started, the

Ford had shown its mettle in military hands. Hardly a maneuver that did not employ Fords and not one that did not produce still further evidence of the car's superiority for rough and tumble work.

Here are a few cases in point hastily culled from ante-war correspondence. They merely indicate that the Ford was in the common use of the military.

At Aldershot, The Curragh, Colchester, York, Chester and other busy military centres, the staff officer in his Ford has been for years prominent both on and off the roads.

Fords with converted bodywork have served many a machine gun detachment for training purposes. It was proved in the 9th. Hamps. Regt. on maneuvers, that a Ford could, in addition to the little gun and its ammunition, rush half-a-



Recruiting with a Ford at Liverpool, England

dozen men across country, regardless of the conditions under foot. The way it went fully loaded across rough ground and stood up to its work was an eye opener to the army officers present.

The Admiralty selected the Ford car to carry messages, etc., to and from the various Naval Barracks at Devonport.

The Military Motor Transport of the 9th Hants. Cyclist Bn. includes Ford cars, there being a larger proportion of the Universal Car than of any other make.

During King George's Indian Tour, officers on the staff used four Fords to ensure His Majesty's safety, speedy transit and good sport.

When Lord Hardinge, Viceroy of India, was shot, it was a handy Ford that rushed him away to the hospital.

The Police Department in Brazil is equipped with Ford cars. In the Chinese rebellion, machine guns were mounted on Ford chassis and these mobile Chinese Maxims did terrible execution among the insurgents.

Since the war commenced, experience, so far as it has gone, has been a constant vindication of the Ford as a means of general transport and as a motor ambulance.

The Ford does not, of course, attempt to compete with heavy commercial vehicles. We hope it will never be used for that purpose. It is not a traction engine. It is the light cavalry of transport. Its charges although always effective are never heavy.

Follow a few examples of efficiency, a few authoritative views and a few experiences. We do not give military names, although these

are on our files and can be referred to if necessary, because we understand it is not permissible in such a connection to give publicity to the opinions of officers over their names. Every reference, however, can be relied upon as authentic and responsible.

Colonel — at — Camp expressed himself quite satisfied with the tests carried out by the Ford Car. (10-10-14.)

Sir T. — and Major — of the Headquarters Staff at Aldershot inspected the Ford ambulance Wagon. All members of the Staff were highly pleased with the car. (2-10-14.)

Col. M. —, who is in command at T — has already very strongly recommended the purchase of Ford Cars for both Officers and ambulance purposes. (2-10-14.)

Col. L. — has bought two

Fords—one after the other—since going into camp at T —. (26-9-14.)

On Oct. 9th after demonstrations before Sir T. — the Assistant Director of Supplies and Transport wired: "Six Ford Ambulances urgently required."

On Sept. 11th in the C — District, a long demonstration was given in 5 different camps. Five heavy officers and the driver were driven over most difficult country, across stubble fields. The machine was demonstrated to the satisfaction of the whole Division. General B. — th. Hussars, was so enthusiastic that he wrote a long report to the War Office recommending adoption of the cars for the Division.

"All the Colonels and 2 Generals on Salisbury Plain have written in eulogistic terms to the War Office recommending Ford Cars." (23-9-14.)



Ford used to convey recruits to depot in an English city

From Canterbury—"Since war was declared the Ford has been running almost night and day. It is not unusual for it to carry eight troopers at a time."

From the British Red Cross Society, Bakewell, (8-10-14) "Messrs. Skurray's representative called here today with the (Ford) motor ambulance van which seems perfectly satisfactory, and I have good reports from Colonel L. — that the previous one is working well."

From T. C. Griffin, Assistant European Manager, Ford Motor Co., Paris. (Oct. 10th, 1914.)

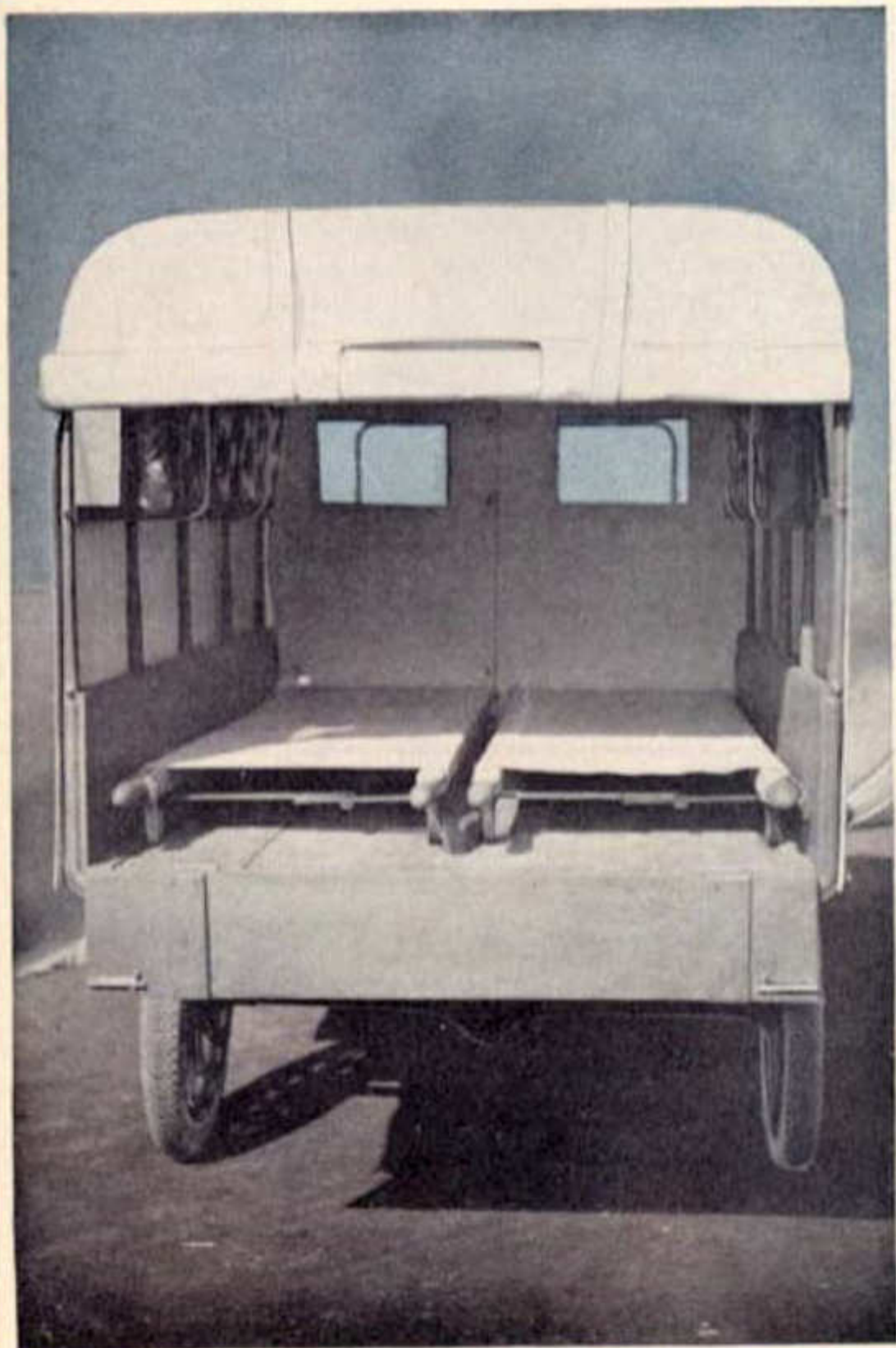
"The writer went down to Bordeaux with ten men to bring up some cars from our Branch and en route had quite a long talk with the Officer in charge of 98 Lorries. This gentleman thoroughly appreciates

the qualities of the Ford car and told me that he had written to headquarters, suggesting that the Ford should be supplied in large quantities. They had a big lot of — cars, which do not give any satisfaction and at the same time are costing the British Government a great lot of money. We have had talks with quite a number of Officers in charge and all of them highly appreciate the Ford."

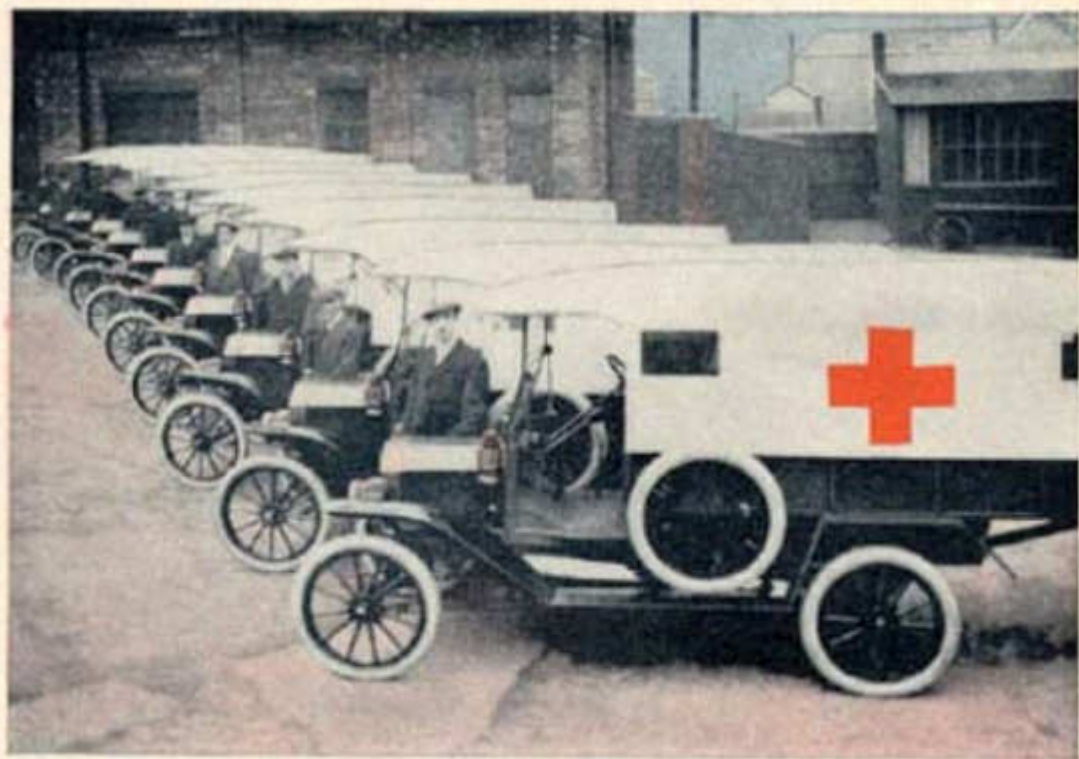
Lastly, and we hope sufficiently, the 1st British expeditionary force bought 50 Ford Ambulances for use in France, and the War Office has bought numbers for its own purposes. The last batch of ten, like the earlier consignment, were, by the request of the War Office, driven by Ford employes, who volunteered for the work and enlisted, bringing the total of Ford employes with the colors up to nearly two hundred.



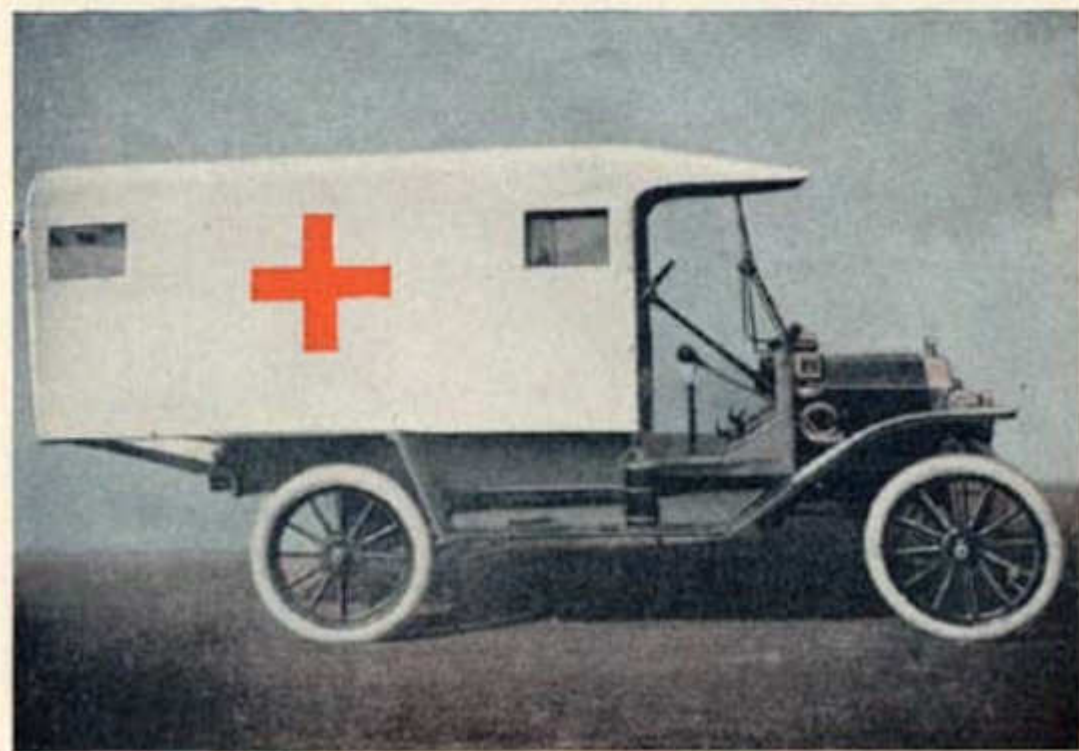
Police chief, Coalbridge, England, supervising route of royal procession in Ford car



Interior of Ford ambulance as built by Ford Motor Company
at Manchester, England, factory



Fleet of ten Ford ambulances lined up for inspection
before delivery to British Government



A typical Ford ambulance built for the British Government

AS FORD MEN SEE IT

Ford boys at the front send back accounts of experiences which make interesting reading

FOLLOW, a few extracts of possible interest from our own war correspondence. First a sidelight on Mons from Gunner C. Fryers, out of the Manchester works—a pen picture of individual impotence in a war where a man is a little blob of “khaki” in a vast sea of destructive forces. Fryers went straight out, until “we got to a place called Mons.

“We then got our guns into action, after digging gunpits for about two hours. The battery was going to prepare breakfast, in fact we had our bread in our hands waiting for the favorite bully beef, when, to our surprise, a German Taube hovered over our batteries. We saw smoke balls descend on our battery. The aeroplane then travelled towards other field batteries and infantry trenches. No sooner had it gone than heavy shells

came whizzing over our heads. You couldn't see anything but smoke, and you couldn't hear your own voice. It was simply an orchestra from hell and the devil conducting it, nothing but flame and smoke. Each shell that burst sounded like the crackling of a thousand whips.

“I was the first man wounded in my battery. At half-past seven in the evening a shell, bursting about thirty yards away, caught me in five places—two in my thigh, one in my left arm, and one in the back. I was carried away under cover till I got bandaged up. Then I had to wait for a Red Cross waggon two hours. When it arrived I was carried into it on a stretcher. Then they took me down to where the 9th Battery was in action, where they had some severe casualties. I was carried out again to let these poor fellows in, and lay with nine wounded all night on stretchers,



Envelope on which a “Ford boy” wrote home

while the German search-lights played on us. I couldn't sleep for these other chaps moaning and groaning all the time. It was horrible.

"Next morning it was worse. The shells were coming so thick I was obliged to leave my stretcher, and I did it on all fours, across some potato riggings, making for two haystacks, where I got under cover. I had no sooner got here when one caught fire. I then crawled to the main road, which would be about a hundred yards, expecting every minute to be blown to atoms. I got behind a farm-house, and had no sooner arrived there than the roof was blown off. I made a move down the road, had gone about a mile, when I met a Belgian woman with four little children. I helped her fully two miles to a neighbouring farm, where I saw people kiss her

and the children. They gave me a drink of wine. Then I departed and tramped about five miles, until I was picked up by one of our field hospitals retiring. They took me with others to the railway station, where we entrained for Rouen. Then we were carried to tramcars, which took us to the quay-side. Here we were carried on to the hospital ship 'St. Andrew,' which, I think, was about the first boat with wounded to arrive at Netley Hospital."

From the Under Seas

To the homespun and timorous longshoreman, the work of the submarine does not readily suggest jolly enjoyment. On the whole we prefer the *terra*, because it's *firma* than the wet insecurity of the under seas; but Submarineman F. E. Cummings, aforetime in the body works



Ambulance equipped by Leamington, England, Ford dealer,
and manned by his staff



Another view of the ambulance shown on opposite page

of the Manchester, England, factory, brown faced and cheery, says it's a fine life, and as exciting as one could wish. Cummings came home on leave for a few days from patrol work and the cheery joys of mine sweeping. To get hold of a mine and tilt it over until it explodes, making sure to keep the regulation distance "in case," certainly strikes us as being just a bit on the "exciting as one could wish" side. Cummings took part in the famous

affair of the Heligoland Bight, and it is history that, big though the bite was, it was not more than the nimble boys of the under seas could chew. "White mice aboard? Yes; but only as mascots nowadays. The modern submarine is so well made that there is little risk of leaks and fumes. Thank the men for what they're doing for my little lot at home. I'm off again tomorrow for another go." And off he went, cheerily, as if to a beano.

A Hero Passes

With deep regret we record the death from his wounds of Private Arthur Toms, of the Lancashire Fusiliers, aforetime of the Ford, Manchester, England, body works, the first of our little army to give his life to the service of the country.



Where the bridges were washed away on the Kashmir Road, Major A. V. H. Hope, of the XXIII. Sikh Pioneers, put his Ford at the bouldered river bed and won through. "Worse coming back," he writes, "but no trouble with the Ford either way"

Good Work at Hong Kong

Fords assisted greatly in the mobilization of troops on island

THOUSANDS of miles from Canada's invigorating climate—down near the equator and on the opposite side of the earth—a little British colony is showing an allegiance to the Mother Country that is just as spirited as that of her Canadian cousins. It is the little island of Hong Kong just off the south east coast of China—half way around the globe, but none the less loyal.

Hong Kong's strong military garrison has mobilized swiftly—not by bullock-cart or some other crude method as her western cousins might at first imagine—but with Canadian made Ford automobiles of the latest design. Splendid military roads, twenty-two miles long, encircle the island and it is along these that the Fords owned by the military forces have been trans-

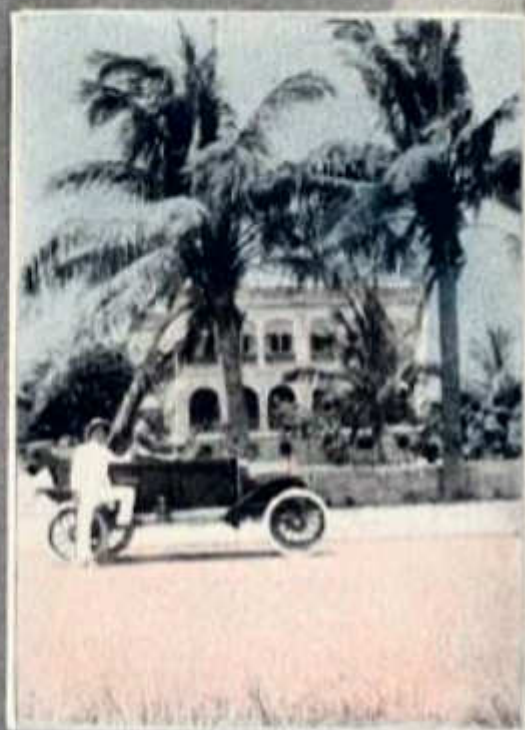
porting troops and supplies. There are also some strong fortifications on the harbour of the capital city, Victoria (sometimes called Hong Kong).

Among the most mysterious and interesting personages in the world are the Indian Sikhs, a force of whom make up a major part of the British troops in Hong Kong. With their cloth turbans and flowing beards they are indeed picturesque. It is against their religious creed to cut any hair from their bodies, and it is said to be an old custom for the dusky fighters to use the flowing locks to conceal iron rings, and thus protect their heads from sword cuts.

The Sikhs are thorough fighting men and army life is their natural profession. They are hardy, brave, obedient to discipline, attached to their officers, and in



Ford cars used by government at Hong Kong



Fords are used by the Sikhs stationed at Hong Kong



Another Ford in the militia service at Hong Kong

fact make the finest soldiers of the east. In victory they are steady, and in defeat they will die at their posts rather than yield.

At one time the Sikhs remained true to Britain during a mutiny and really saved India to the crown, and there has been a demand for them

ever since in the Indian army. Some 30,000 are now enrolled as Britain's fighters.

The stalwart Sikhs are great Ford enthusiasts and over in Hong Kong take unconcealed delight in driving the sturdy Canadian cars.

There is no merit where there is no trial, and till experience stamps the mark of strength, cowards may pass for heroes.



Officers of the Nanaimo, B. C., regiment have good transportation

R. S. Young Now at Front

AFTER months of waiting and eagerness for a chance to actually fight for the Mother Country, the troops of Canada are at last on French soil, and they have received a wonderful reception. The French boys have greeted the Canadian boys with cheers just as warm as the welcome given upon their first landing in England.

Capable authorities have all spoken in the highest terms of the overseas troops, praising their physique, equipment, bearing and discipline. One of the high French officials even declared that no such splendid body of soldiers has passed through France since the beginning of the war.

One member of the first contingent in whom Ford owners and their friends will be interested, is R. S.

Young, who was a prominent member of the sales staff at our Winnipeg Branch during 1914. He resigned the first of last August to join the first contingent.

Mr. Young was one of the leading Ford salesmen at Winnipeg last year and was numbered among the star salesmen of Canada practically all the year. At the end of the sales year, September 30th, he was one of the leading ten salesmen.

Hardly two hours had elapsed after the Canadians had landed in France before they were steaming away from the coast to join the British army. The men were shouting, singing and waving greetings, happy that the time of preparation was over, and real war beginning. And Sergeant Young is one of them.

THE BURDEN OF PROOF

Many eminent persons give testimony as to the good service the Ford is performing in present crisis

A FEW days ago, at Manchester, Eng., certain Ford cars were loaned to convey refugees from the station. The long, clumsy, but certainly more capacious, other vehicles also loaned were in strikingly unfavorable contrast to the Ford when it came to manoeuvring in the comparatively cramped station space. The Fords turned in a single movement. Their locks allow of a complete turn in 28 feet.

It is true this was not ambulance work, but it *was* a demonstration of a Ford quality of high importance in ambulance work, particularly ambulance work in the field—the quality of easy and instant control. It is hardly too much to say that one Ford could pick up its load, reach a near destination, and be

back again while some unwieldy, heavy, lengthy other vehicles were getting into position.

What is the view of experience on the battlefield? We give two opinions of high authority, neither of which we knew anything about until after publication. We do not know Dr. Munro nor "The Times" medical correspondent in Paris, nor have we had dealings or correspondence with either gentleman. Dr. Hector Munro writes to the "Daily News" of 25-9-14 after experiences and enquiry in the war area, as follows: "What we want are quick light motor ambulance cars for carrying the wounded to the hospital. The Ford car is the best for this purpose."

In "The Times" of 7th October, that journal's own medical corres-



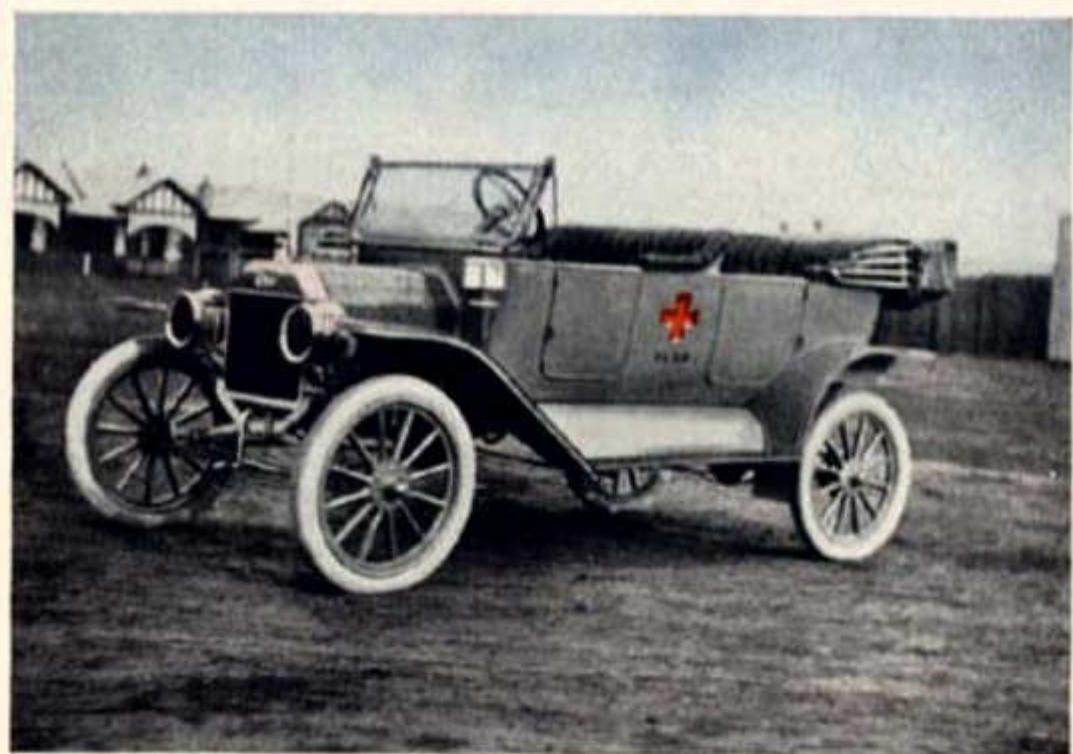
Col. F. S. Meighan, commanding 1st Royal Montreal Regiment

ponent writes: — "These (Ford) cars were chosen on account of their lightness and because, on their lower gear, they are able to climb very steep banks. They could, if necessary, travel upon railway tracks or over fields. These ambulance bodies are remarkably efficient and practical."

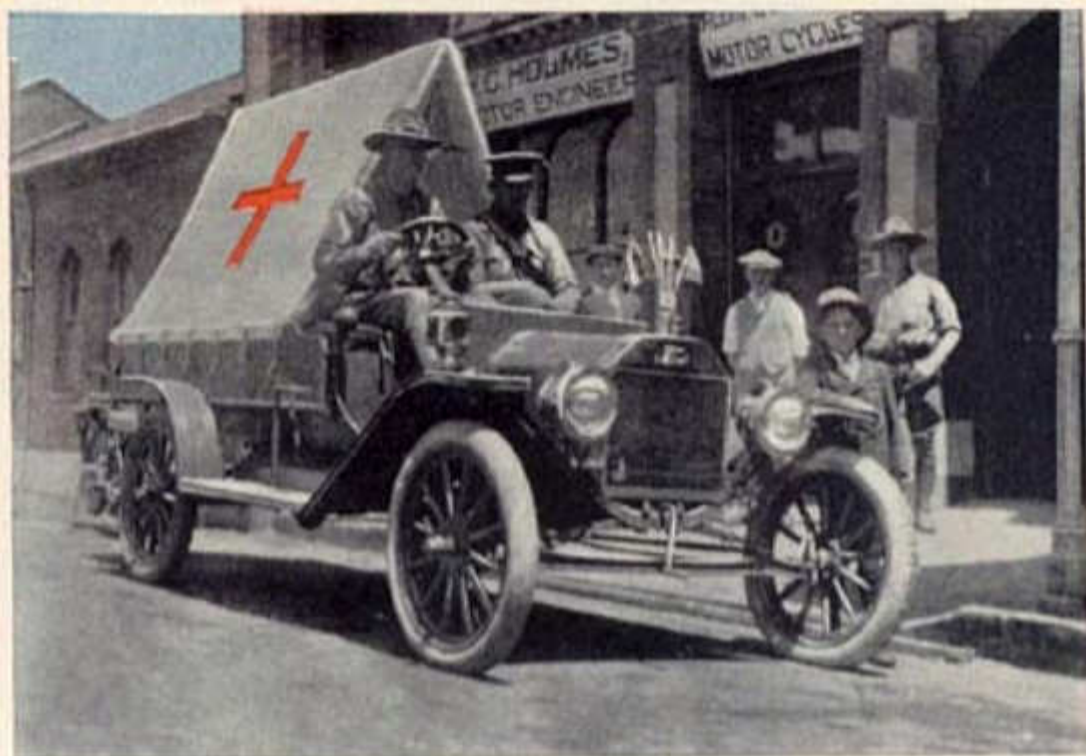
The opinion of Dr. Du Bouchet, Surgeon in Chief of the American Hospital in Paris, 149 Boulevard Haussmann, is particularly valuable and emphatic. "Real satisfaction has been expressed to me by all the Authorities who have seen our (Ford) ambulance columns at work, and witnessed its mobility and freedom from mishap on the road. . . . the mobility is such that they can easily pass where larger ambulances become mired or blocked. . . . In our opinion and the opinion of all those whom we have consulted,

these cars are best fitted for the work. . . . All the wounded men who have been transported in our Ford ambulances (many officers being included among these unfortunates) have been unanimous in their praise of the comfort and freedom from undue suffering they experienced in these cars."

From the Assistant European Manager of the Ford Motor Company, Paris:—"We have had congratulations from nearly every French Doctor who has been in charge of French wounded we have been out to fetch, and a proof that the cars have certainly given satisfaction is the order we obtained for fifty ambulances. People in England cannot realize the bad state of the roads without riding over them. In bringing in wounded, naturally we have driven according to the state of the roads, and the suffering



Car presented to Australian hospital by Duncan & Frazer,
Ford dealers at Adelaide, Australia



Ford car equipped by Arkell & Douglas, Ford dealers at Pt. Elizabeth, S. A.

through transportation has been practically nil. We brought General Snow from Compiegne and he was exceedingly pleased with the ambulance, and claimed he did not suffer at all. The state of the roads, the cost of upkeep, the difficulty of transporting huge quantities of petrol, the wear and tear of tires, and the great difficulty in obtaining spare parts, places the Ford easily

100% the superior of any other ambulance which can be put into the field. The loading and unloading of our ambulances is 100% quicker than with the larger cars, and where short trips have to be made there is no comparison. The Ford wheel base is particularly valuable in getting the car into and out of difficult places, a fact that is everywhere recognized and applauded."

It is wonderful what strength of purpose and boldness and energy of will are roused by the assurance that we are doing our duty—Scott



A Canadian Ford at Shrewton, Wiltshire, England, helping in the preparation of Lord Kitchener's army

Helping in British East Africa

Clement Hirtzel, Ford dealer at Nairobi, was with the colors and has some interesting things to tell of Fords

DIRECTLY the cables came through about the war having broken out in Europe, we knew that all the preparations which were being made in German East Africa for the "Exposition" had far more sinister meaning than the boosting of Germany's favorite colony.

We hastily formed Volunteer Corps, there being only native troops in the country. Your agent immediately volunteered the services of his staff, himself and his cars, to do the necessary transfer work. All the cars were commandeered together with every other Ford car worth anything in the whole country. Your agent was given command of a section of Pioneers and sent to prepare the roads toward German East Africa. Un-

fortunately, everything is strictly censored and I have to give my word as an Officer and a gentleman not to mention any names of places, dates or movements of troops, otherwise my little account would be more interesting.

Most of the Ford cars were sent down on my road, so that although not running them except for the two which I use for my own work, I am able to keep an eye on the rest.

Of course, there was a great rush for the motor drivers' jobs and practically anyone was taken on "who had a friend in court" to drive a car whether he knew anything about it or not. So you can imagine the sort of treatment the cars got, especially as any man was allowed to take any car, so that each morning there was a scramble to get the best Fords.



Ford army transport with body made of old packing case, B. E. A.

However, as you know, Fords are fool proof, so they are all still doing their 100 miles daily with very few stops.

All the bodies were removed and lorry bodies made out of old Ford packing cases. Each car carries anything from 600 to 900 pounds weight every day.

The Transport people were told beforehand that if they brought any

ing pipes. On one car there are steel arms fitted for carrying them and it carries 900 pounds of pipes every day and the other has a trailer made out of an old chassis with two front wheels fitted to a steel shaft.

We carried 10 $\frac{3}{4}$ miles of pipes on these out into the desert and having cut paths through the thorn bush, laid them out in their place. We were taking it in turn day and night



Ancient and Modern, B. E. A.

oxen here they would all die because of the Tsetse fly but they merely thought that the poor agent was trying to sell his Ford cars so did not take any notice of what he told them. After having lost \$30,000 over oxen they are beginning to think that perhaps Fords would do it better after all and that the Ford agent knew what he was talking about.

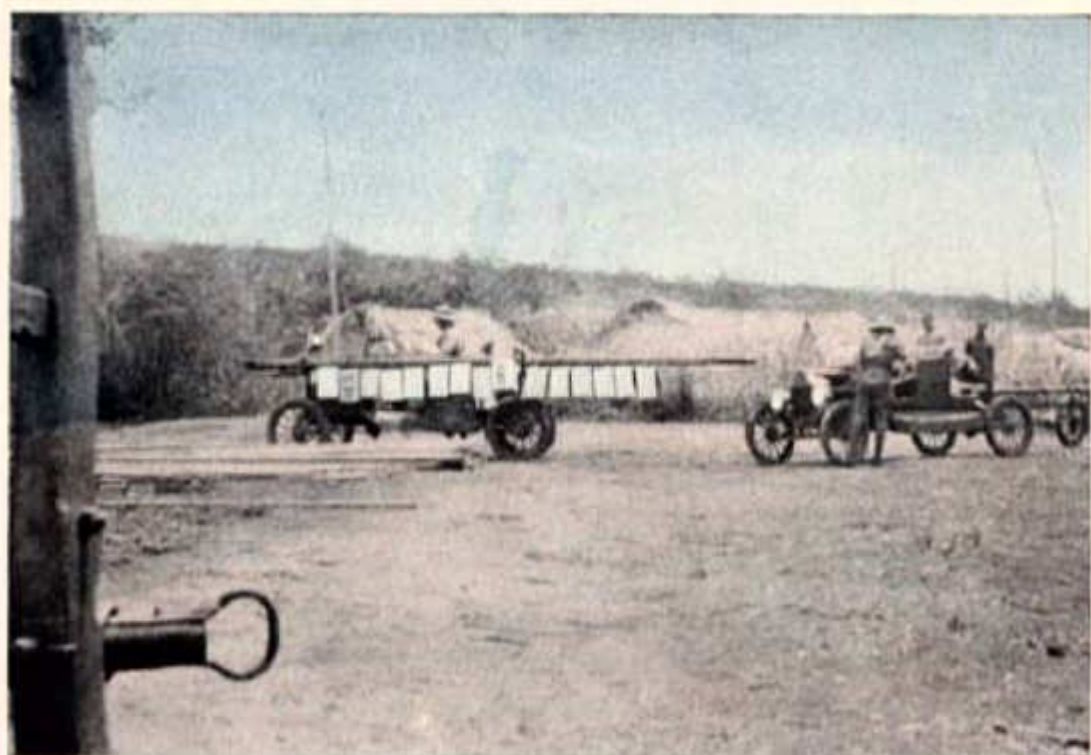
Among other things we converted and adapted our two cars for carry-

ing pipes. On one car there are steel arms fitted for carrying them and it carries 900 pounds of pipes every day and the other has a trailer made out of an old chassis with two front wheels fitted to a steel shaft.

We carried 10 $\frac{3}{4}$ miles of pipes on these out into the desert and having cut paths through the thorn bush, laid them out in their place. We were taking it in turn day and night



Five of twenty-five Fords commandeered by French Government at Papeete, Tahiti, at outbreak of war



Fords used for pipe carrying in British East Africa



Ford used as "water wagon" in British East Africa

French Commandeer Fords

Twenty-five Ford cars on Island of Tahiti were armed with machine guns

FAR from being confined to one continent, the present European conflict has started military activities over two hemispheres. Dispatches from the very heart of the Pacific Ocean tell of rapid armaments by the French government in the Island of Tahiti, and the confiscation of twenty-five Ford automobiles for mounting machine guns, as a protection against the Germans. Incidentally this is a good example of the world-wide distribution of the sturdy Ford cars.

Tahiti is the largest and most

important of the French Society Islands and its loyalty to the mother country is noteworthy. The cut on page 50 shows five of the twenty-five Ford cars taken by the French government when war was declared. The photo was taken by Mr. Louis Drollett, a vanilla expert at Papeete, Tahiti, through the courtesy of the French authorities. The regular bodies were removed and armed, and a driver and a gunner assigned to each one. The cars are shown standing in front of the military barracks.

Motorized Army Corps

FOR the purpose of testing the practical efficiency of the recently formed Toronto motor corps, what is practically a test of mobilization was arranged. The plan was carried out with two battalions of infantry from Exhibition camp. These 2000 men were distributed over forty assembling points at various points throughout the city. The distribution being com-

plete, the 800 cars forming the mechanical transport of the corps took their quotas on board and sped to Queen's park, the point of mobilization. Comparative figures with regard to time taken, obstructions, routes, etc. were compiled and carefully tabulated. The reloaded cars then proceeded to High park, where a series of tactical exercises took place.

A nation's greatness resides not in her material resources, but in her will, faith, intelligence and moral forces—J. M. Hoppin



Ford ambulances donated to the American Red Cross Society by Harvard and Yale Universities

HARVARD AND YALE UNITE

Two American Universities get together and furnish ambulances for war

DESPITE the intense rivalry which prevails between Yale men and Harvard men at all times and places, and which annually breaks out in full fury about the middle of each November, the students of the two great universities have united on one subject.

They have between them presented seventeen new ambulances to the American Red Cross Society, to be used in alleviating the sufferings on European battlefields.

The act is a worthy refutation of the unjust criticism which has been heaped upon the college boy, and proves beyond question that in the so-called "Rah, rah" boy there is a capacity for things worth while, and an appreciation of serious matters for which he has never received credit.

The formal presentation of the

automobiles took place at the headquarters of the society in Washington, D. C.

The bodies are mounted on Ford chassis, which insure lightness and durability in the rough traveling with which they will meet. Each car is designed to carry three men.

Khaki is used as a covering material throughout, and the side, rear and front curtains are of the same material. Regulation stretchers form a part of the equipment of each ambulance. On the sides of each machine are large canvas signs bearing a red cross and the words "The American Red Cross Society."

The name of the university presenting the car is on the body in prominent letters. Twelve of the machines were presented by Yale students and five by Harvard undergraduates.

Don't Stand the Gaff

SOME interesting observations on the use of motor cars in the European war were told by Mr. H. B. White, general European manager of the Ford Motor Company, who has headquarters in Paris.

"The French Government," said Mr. White, "at first requisitioned only the big cars—from 40 to 60 horse-power—and only those with enclosed bodies. These are being used generally to carry dispatches and reports between field headquarters and for transporting staff officers. What one might expect with such heavy cars is happening. On one run from Paris to Havre we

passed dozens of these big, heavy cars out of business and abandoned on the roadside.

"The light, strong Ford, before the war began, had proved wonderfully successful in the army maneuvers. It is now giving equal satisfaction in actual war service."

General Lyautey, commander-in-chief of the French forces in Morocco, has received a shipment of 14 Fords which, because of their lightness, strength and durability, have been proved peculiarly well adapted to operation in the sands of northern Africa.

He conquers who endures



Motor transport of the 6th Cyclist Battalion of the Haris Regiment. Notice the Fords on the flanks

THE TIGER WAS IN IT

British battle cruiser that took part in big North Sea fight convoyed Canadian troops to England

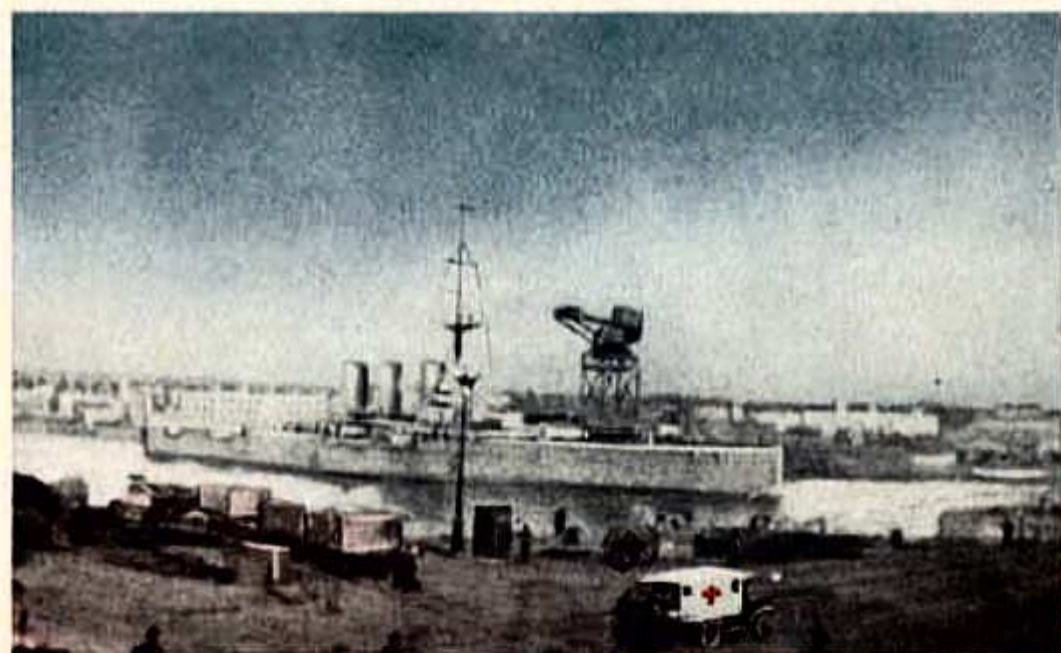
ON the cold, bleak morning of January 12 a fleet of English battle cruisers under Vice Admiral Sir David Beatty and a destroyer flotilla under Commodore Tyrwhitt engaged in a running fight a similar fleet of German warships believed to have been attempting a raid on the English coast. The German armored cruiser *Bleucher* was sunk and two German battle cruisers were severely damaged. No British ships were lost. The Germans were driven, scurrying to cover, in the protection of their mine fields. Prominent in this signal victory was the English battle cruiser *Tiger*.

Those Canadians who were fortunate enough to witness the embarking of the first Canadian contingent thrilled with the remembrance of the doughty seafighter as she lay alongside the transports while they were taking on the

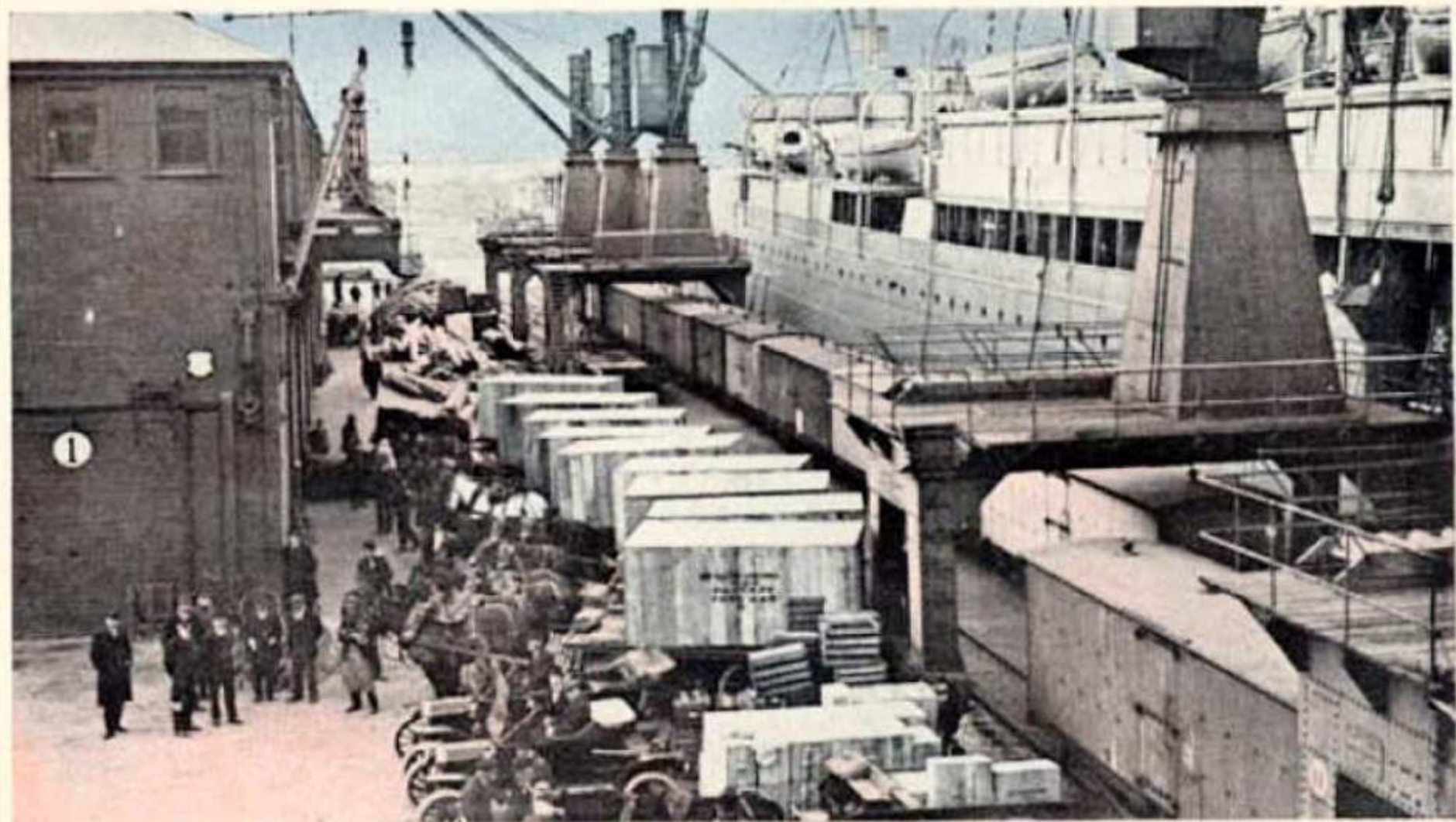
Canadian troops. The *Tiger* was one of the big ships which made safe the voyage of the first Canadian contingent to England.

The *Tiger* is one of the most formidable battle cruisers of the British navy. She is a sister ship of the *Queen Mary* which has a record speed of 33 knots. She has a displacement of 27,000 tons and was built in 1913. She has a main battery of eight 13.5 inch guns and a secondary battery of fifteen 4 inch guns.

While the *Tiger* was lying near a Canadian wharf waiting for her convoy an enterprising photographer snapped her picture and sent it to us. In the foreground of the picture is, of course, a Ford car—one that was at the time aiding in the embarkation of the troops. This Ford accompanied the contingent to England as part of its equipment.



H. M. S. *Tiger* waiting to escort first Canadian contingent to England
Ford ambulance in foreground



Loading Fords aboard transport to accompany New Zealand expeditionary force

NEW ZEALAND SENT FORDS

*Many Ford ambulances were sent to the front
with the New Zealand expeditionary forces*

THE two ambulance motor cars donated by the "Courier" Proprietary are at the front. One of the cars is a "Ford" chassis, supplied by the Queensland Motor Agency, Ltd., and is fitted with every up-to-date appliance necessary for the important and exacting work it will be called upon to do, and it may be expected to fully answer every demand made on it.

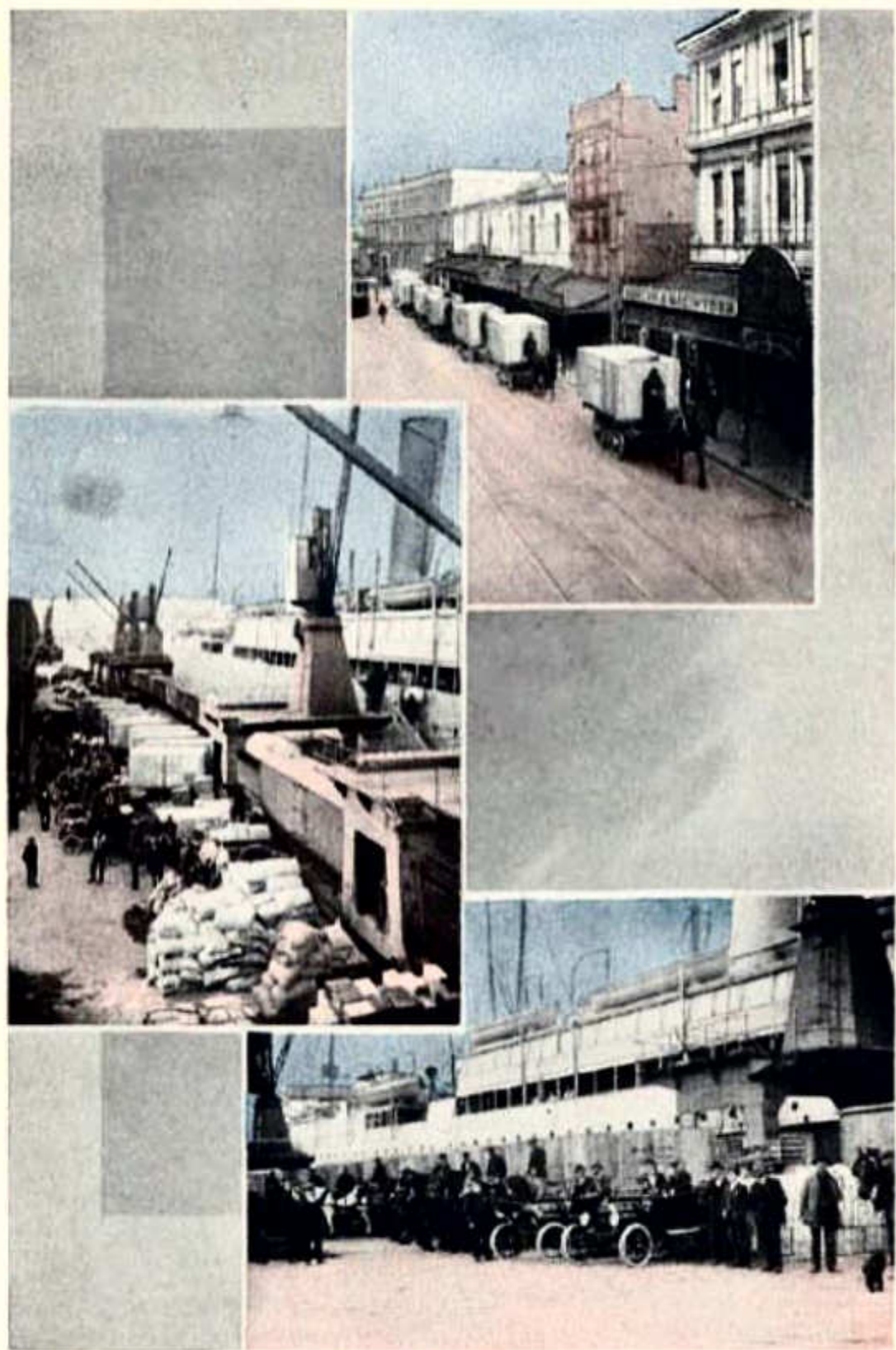
The ambulance body which has been fitted on to the other Ford chassis was built expressly for military use, and is strictly in accordance with the requirements of the authorities. The Queensland Motor Agency, Ltd., from whom the Ford ambulance was purchased advises that the New Zealand Expeditionary Forces are carrying no less than 15 Ford cars equipped in the same manner. Indeed, the Ford car is playing a very prominent part in connection with the military operations in Europe. No less an authority than Dr. Hector Munro, of London, after an extended visit to Ostend, Bruges, Ghent, and Antwerp, to inquire as to the needs for Red Cross work,

concludes his report by stating that what is wanted at the front are quick, light motor ambulances for removing the wounded from the battlefields to the hospitals, and also adds that the Ford car is the best suited for this class of work. It may be pointed out, however, that the "Courier" selected the Ford car prior to Dr. Munro's report, and it is therefore satisfactory to learn that the gift of the Ford ambulance will be more than acceptable to the authorities. It is further pointed out by the Queensland Motor Agency, Ltd., that the Ford car played a very important part in the mobilization of troops in Russia, and it seems somewhat gratifying that the Russian authorities, with the European markets offering such a varied assortment of cars, should choose Fords for military service, owing to the fact that in doing so it became necessary to obtain the Fords from such an extreme distance. It, indeed, speaks well for this car that it should have received selection at the hands of the Russian Government.

Many Motor Cars Were Commandeered

THUS the Sydney "Bulletin": One of the features of the outbreak of war in Europe was the wholesale seizure of motor vehicles of all sorts. Foreigners travelling in France and Germany in their own cars suddenly discovered themselves out on the road, completing the journey per boot while the car whirled off to the nearest military depot. It was not much better in England, except that some gentleman in uniform scribbled a receipt for the jigger. The biggest motor traction propri-

etary in London was the London General Omnibus Co. Ltd., which started business at the old stand one morning with close on 4000 motor vehicles of various sorts. In its ranks were over 1000 reservists. Its cars were stopped in the streets, the passengers emptied out, and the vehicles driven to the nearest military depot, where the work of turning them into fighting machines started with a bang. The drivers were signed on for foreign service with an allowance to the wives and children of such as were married.



More views of the way Fords were taken with the New Zealand forces

ON DUTY IN NEW BRITAIN

An account of a difficult trip made by a Ford in the Government service

SO far as is known, there are only two motor cars in New Britain. One, a Ford, has been requisitioned by our force. So far the other one has not been located. It is supposed that it has been deliberately driven down a deep gorge, and wrecked, so that it would not fall into our hands. It was the property of Herr von Blumenthal, a nobleman, who prefers the quiet of the Islands to the gayer life of the Continent.

Yesterday the Ford made history. When it was discovered at Herbertshohe it was practically useless, but a clever mechanic got it into running order again, and yesterday, piloted by Lieut. Holmes, with the intelligence officer, Capt. Travers, Priv. Mahony, a motor mechanic, and myself as passengers, we had a run of about seventy miles, mostly through country over which a motor car had not before run. Taken altogether, it was rather an extraordinary experience.

Our maps showed that to reach our objective we would have to go through a tunnel of about 250 yards long. We did not know then that there was not an alternative route. This tunnel is only about a mile from Rabaul, and is the outlet to the northern end of the Gazelle Peninsula. It is known as Ratawal Pass. It used to be timbered, but just before our troops were landed the Germans tried to wreck it. They kerosened all the woodwork and set fire to it. Every scrap of wood was consumed, and tons of rock fell from the roof. It is falling continually and unless it is quickly timbered again, it will be impassable.

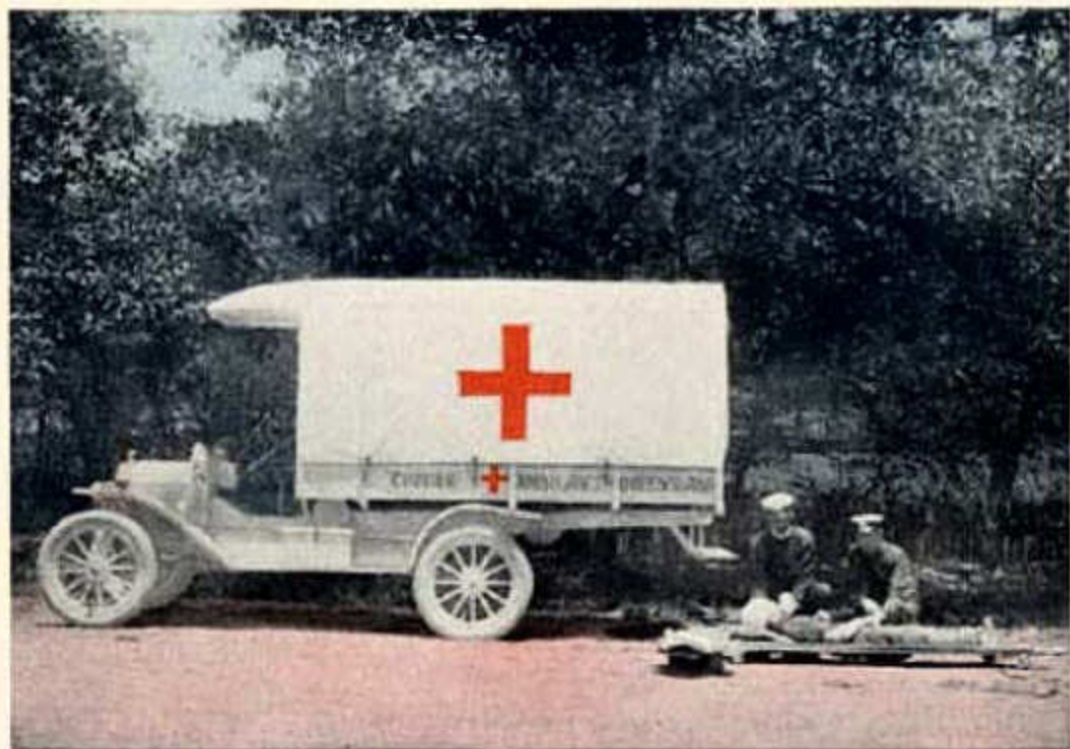
It was decided to risk the falling earth, and we worked hard in removing some of the biggest bould-

ers to enable the car to get through. Fortunately, it has a very high clearance and consequently obstacles which ordinarily would have effectually barred progress were harmless. Manual labor of any kind is exhausting in the tropics, and we were soon bathed in perspiration. Providentially several Chinamen happened along, and before they had time to think, and after a vigorous flow of pigeon English on either side, we had them in our party. They worked willingly enough and after a delay of half an hour we were through with no damage done. No motor car had had a stranger passage, but it was only the forerunner of events to come.

When we got through we found ourselves on the top of a high hill on a road only the width of the car, with a sharp descent, and with turns shaped like the top of a hairpin. At one spot the road had been washed away, and going off it meant a fall of a couple hundred feet. I began to wish I was back on the ship.

Nearly Over

Holmes' hope was that the brakes were good. Divested of picturesque language, that was what his remarks amounted to. Negotiating the awkward spot referred to, the off hind wheel carved off a slice of the road like a knife cutting bread and it sank to the axle. The car was tipped at an awkward angle and the subsidence continued slowly and still in the direction of that yawning gulley below. "Out of the car," yelled Holmes, to the two of us in the back seat. I didn't know I was so active. I beat Travers out of the car by a clear three seconds. You see, my seat was on the gulley side.



Ford ambulance presented by the "Courier" Co., of Brisbane to the Australian forces

By dint of some pushing behind the car was rescued from its perilous position, and on we went again, negotiating the descent without further incident. The run took us to the ocean's edge. By the way, it is no use asking a native where the ocean is—he would not understand you. He calls the sea "soda water."

Once on the level, we found that the road ran parallel with the sea-shore, about a chain in from the narrow strip of sand between the water and thick vegetation. A run of about four miles took us up to Vunapaka, where Mr. Jolly, a brother of the British Consul, has a trading station. Mrs. Jolly said she was sorry she did not know we were coming or else she would have had something for us to eat. Consequently, we had to put up with cold roasted pigeons, custard and fruit and delicious tea.

We moved on again with an

additional passenger, Mr. Jolly. We told him where we wanted to go. He was perfectly willing to guide us, but he added doubtfully, "If you get there you will have been where a motor car has never been before." Rather than being a deterrent, this was a spur to fresh adventure. And the rest of the trip seemed more of a dream than actuality. Brilliant-hued vegetation, sweet-smelling flowers, cocoanut palms sixty feet high, trees with leaves of eaudenil green color to a deep green, more nearly approaching a brown than any other shade, were all around us. Here and there were quaint looking villages. The natives in these parts had never seen a motor-car before, and with squeaks of fear they made for the bush on our approach. Fowls squawked and flew like birds in front of us. Dogs barked—the natives appeared to have as many dogs as the Austra-

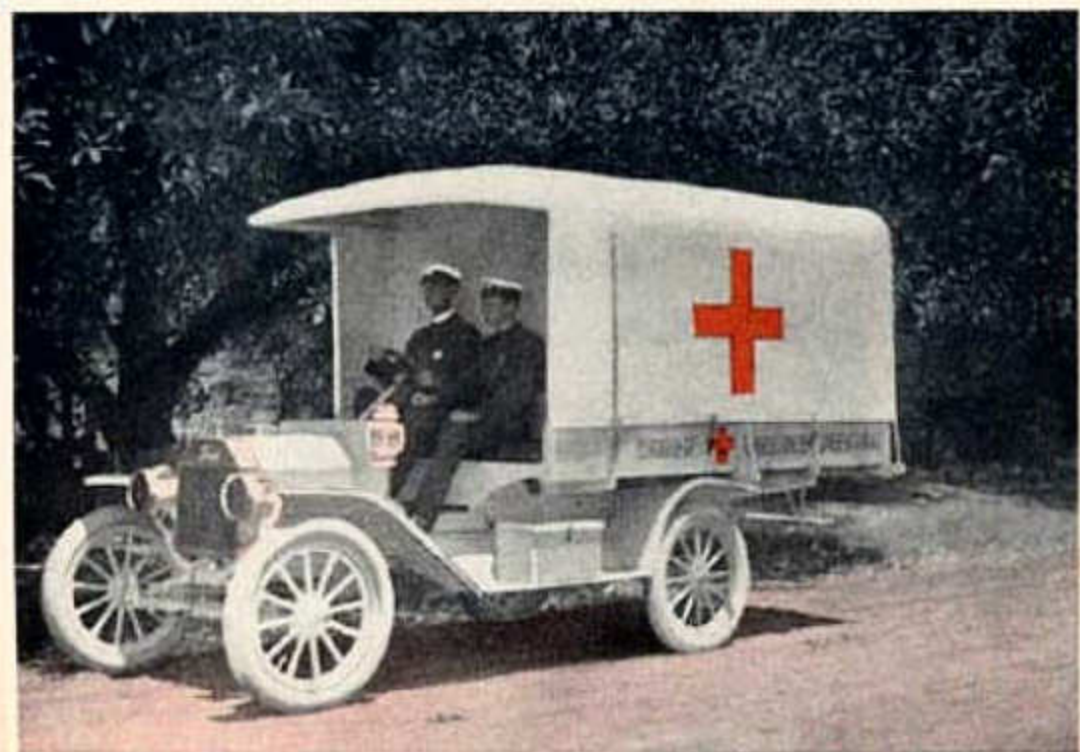
lian aboriginal—and pigs raced in the vegetation on either side. Birds rose from the trees and circled away. Pigeons in plenty were seen. Green and red parrots expressed their annoyance in harsh tones at being so disturbed. Plump quail rocketed away, and falling like stones were lost in the long grass. Occasionally we struck heavy patches of sand. The back wheels raced, but got through somehow.

"She's pulling a treat," said Mahony in ecstasy. Then we had a check. A huge tree had fallen across the track—it was no more than a track now. All got out and did some reconnoitering. Unfortunately the side was high, and the water was lapping right up to the coconut palms. However, it was that way or stop altogether, and Holmes decided to risk it. He ran the car into the water, and on the ocean side it was submerged to the footboard, but still the engine kept

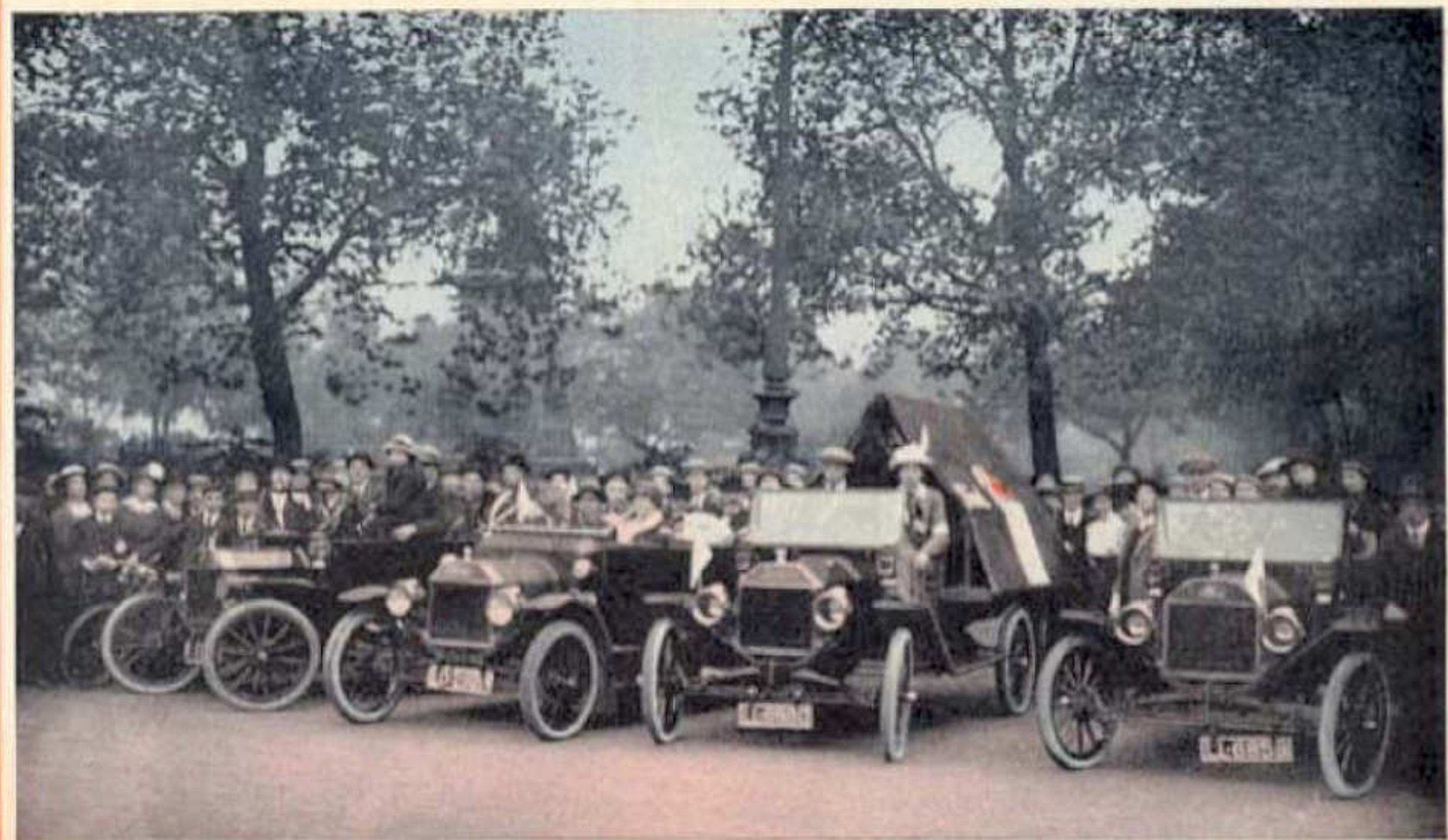
going and another obstacle was overcome. The Ford was behaving herself in great style.

Jungle Roads

We had run through several small creeks, which intersected the roads at intervals, but now they became more formidable, and bridges had to be even negotiated. Most of them were in a state of disrepair, one being particularly shaky. Going through it meant a drop of ten feet and a consequently wrecked car. However, it was decided to chance it. All but Holmes got out of the car which went slowly ahead, and although the timbers creaked and groaned we were still right end up. Fresh difficulties then presented themselves. Grass four feet high covered the track, and logs up to a foot in height were hidden by luxurious vegetation. Pace was consequently funeral, or a broken axle



Another Ford ambulance with the Australian troops



Fords used by English Women's Emergency Corps to convey refugee Belgians in London

would have been the evitable result. However, we moved steadily on, passing cocoanut, banana, and tapioca plantations. Although the drought now prevailing right through the islands is the worst known for fourteen years, everything appears to be growing luxuriantly, and the whole run gave one the idea that he was travelling through a huge botanical garden.

Mr. Jolly chatted interestedly as we went along. A cocoanut palm does not bear heavily until it is eight or ten years old. It commences to bear at five or six years. A full bearing palm yields sixty nuts a year, and the average plantation yields a profit of six pounds per acre each year. The life of a palm properly attended is estimated to be a hundred years. One of its enemies is the elephant beetle. He bores a hole in the trunk and in due time vacates his dwelling. He is no sooner out than a beetle which has not the same boring apparatus moves in. Grubs appear, and they bore tunnels and work havoc generally. The palms are planted thirty feet apart, and if

the best results are to be obtained the intervening ground should be hoed and kept clear of weeds and grass. This means constant work, for the undergrowth springs up with incredible speed. The natives are paid 5s a month, and are fed and supplied with loin cloths and tobacco.

Finally we got to Tarakundum, after passing in turn Ratawal, Wunabuntung, Wunapaka, Wunakamkambi, Wunakivi, Wangaramut, Wunalabo, and Wunamarita. The return trip was made over the mountain instead of going through the tunnel. The descent was most dangerous in spots—there were falls of one in four—and we got in just before dark, after a most interesting run.

On the trip we met various Germans on the plantations and they were instructed to report themselves at Rabaul, or else a file of soldiers would be sent out for them. One planter was flying a German flag in front of his bungalow. That was, of course, lowered and confiscated.

The Arms are fair
when the intent of
bearing them is just

—Shakespeare

Ford Factories and Branches

Ford Factory, Ford, Ont., Canada—Capacity 35,000 cars annually.
Ford Factory, Detroit—Parent Plant. Capacity 325,000 cars annually.
Ford Factory, Manchester, England—Capacity 15,000 cars annually.

Canadian Branches and Service Stations

Toronto, Ont.—672-682 Dupont St.
Winnipeg, Man.—81-85 Water St.
Montreal, Que.—119-130 Laurier Ave. E.
Hamilton, Ont.—74-78 John St.
Vancouver, B. C.—1531 Fifteenth Avenue, W.

London, Ont.—680-690 Waterloo St.
Calgary, Alta.—127-9 Eleventh Avenue, E.
Saskatoon, Sask.—Corner First and Twenty-fifth Streets.
Melbourne, Aus.—103 Williams St.
St. John, N. B.—Rothsday Ave.

American Branches and Service Stations

Atlanta—380 Peachtree St.
Boston—507 Boylston St.
The Bronx—(New York City)
607 Bergen Ave.
Brooklyn—1476 Bedford Ave.
Buffalo—1050 Main St.
Cambridge—Charles River Rd.
Charlotte, N. C.—222 Tryon St.
Chicago—3915 Wabash Ave.
2526 Michigan Blvd.
Cincinnati—911 Race St.
Cleveland—4400 Euclid Ave.
Columbus—427 Cleveland Ave.
Dallas—2800 Williams St.
Denver—920 S. Broadway
1551 Broadway
Detroit—1550 Woodward Ave.
Fargo—209 N. P. Ave.
Houston—1006 Harrisburg Road
800 Walker St.
Indianapolis—1315 E. Washington St.

Kansas City, Kan.—744 Minnesota Avenue.
Kansas City, Mo.—1710 Grand Ave.
11th and Winchester Aves.
Long Island City—564 Jackson Ave.
Los Angeles—2000 E. Seventh St.
Louisville—931 S. Third St.
Memphis—495 Union Ave.
Milwaukee—113 Eighth St.
Minneapolis—5th St. and 5th Ave.
Newark—Central Ave. and Halacy St.
New York—1723 Broadway
607 Bergen Ave.
Oklahoma City—205 W. First St.
Omaha—1916 Harney St.
Philadelphia—2700 North Broad St.
Pittsburgh—5925 Baum St.
Portland, Ore.—481 E. Eleventh St.
St. Louis—1100 Forest Park Blvd.
St. Paul—117 University Ave.
San Francisco—2905 21st St.
Seattle—724 Fairview Ave.

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Atlanta, Buffalo, Cambridge, Chicago, Cincinnati, Cleveland, Columbus, Dallas, Denver, Detroit, Houston, Indianapolis, Kansas City, London, Ont., Long Island City, Los Angeles, Memphis, Minneapolis, Montreal, Que., Philadelphia, Pittsburgh, Portland, Ore., San Francisco, Seattle, St. Louis, Toronto, Ont.

Foreign Branches and Service Stations

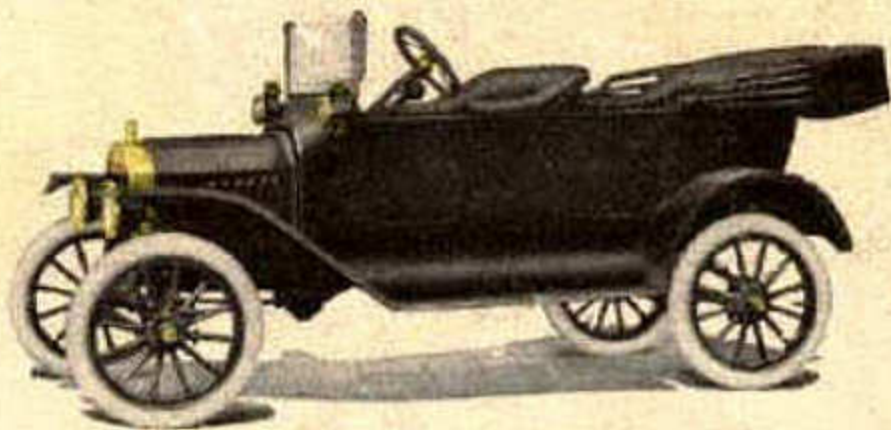
Bordeaux, France
Buenos Aires, Argentina—Calle Lavalle 1702
Hamburg, Germany

London, Eng.—57 Shaftsbury Ave.
Manchester, Eng.—Trafford Park
Paris, France—61 Rue de Cormeilles

EXPORT DEPARTMENT—17 Battery Place, New York
There are Ford Dealers in all other Principal Cities

OUR country's welfare is our first concern, and who promotes that best, best proves his duty. —*Harvard*





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