

Bend plants, which, together with wheels, tires, tops, radiators and other parts purchased in Canada, are assembled into complete cars for Canadian and British Empire trade.

The Ford Motor Car Company of Canada, Ltd., was one of the pioneers in automobile manufacturing in Canada. The company received a provincial charter in 1904 and was re-incorporated under the laws of the Dominion in 1911. The company has the exclusive manufacturing and selling rights of the Ford automobile throughout the British Empire, with the exception of Great Britain and Ireland. The capacity of the plant at Ford city, which has recently been greatly expanded, may be judged by the output of 70,328 cars and 3,395 tractors in the year ended July 31, 1923, as compared with 45,000 cars and 1,192 tractors in the preceding year. Assembly plants are maintained at Toronto, Montreal and Winnipeg, and sales branches at Calgary, Regina, Vancouver, St. John and Windsor.

When the Canada Cycle and Motor Company, Limited, originally engaged in the manufacture of bicycles and motor cycles, turned their attention to the manufacture of automobiles, the Canadian market was unprepared for the product. By 1908 the prejudice against the Canadian-made car had been overcome, and the Company was in a position to place on the market four types of cars as follows:—a two-cylinder car selling at \$1,600, a small four-cylinder car at \$2,000, a five passenger four-cylinder car selling at \$2,500 and a seven passenger 50 h.p. car selling at \$4,500. In 1911, the name of the Company was changed to the Russell Motor Car Co., Ltd., which at present holds stock in the Willys-Overland, Ltd., operating the plant at West Toronto for the production of Overland and Willys-Knight cars.

A recent manufacturer entering the Canadian field is Durant Motors of Canada, Ltd., of Leaside, Ontario. The first car was delivered from the plant on March 1st, 1922, and during the first two years of operation the output was 13,507 cars. The land and buildings, purchased at an original cost of \$300,000, had been increased in value by the erection of new buildings and the installation of equipment to the value of \$1,576,000.

Other active plants include the Chalmers-Maxwell Motor Co. of Canada, Ltd., Windsor, Gray-Dort Motors, Ltd., Chatham, Beaver Truck Builders, Ltd., Hamilton, Gotfredson-Joyce Corporation, Ltd., Walkerville, Ruggles Motor Truck Co., Ltd., London, International Harvester Co., Ltd., Chatham, National Car Co., Ltd., Hamilton.

Eight plants were engaged in the manufacture of automobiles in 1910, when the industry was first classified in the census reports. The total production was valued at \$6,250,000, and the employees numbered 2,438. Five years later the same number of plants were in operation, but the production had increased to \$24,360,000 and the capital employed from \$4,700,000 to \$14,000,000. In the six-year period 1918 to 1923, for which the census information is more specific, motor cars to the number of 574,500 were manufactured in Canada. The production in 1923 exceeded all previous records, reaching a total of 147,582 motor cars, trucks, etc., compared with 101,007 in 1922 and 94,144 in 1920.

The Automobile Industry in 1923.—The capital employed in the ten plants in 1923 was in excess of \$60,146,000, the estimated yearly capacity of the plants being 258,500 automobiles and 30,100 trucks, so that the production in 1923 (147,202¹ vehicles) was 51 p.c. of capacity. The total area covered in the plants was 116 acres and the total floor space of buildings 4,196,295 square feet. More than 9,300 employees were directly engaged in the manufacture of automobiles in 1923, the salary and wage distribution being nearly \$15,000,000. The production

¹ In addition to these, 380 trucks were made by other plants.