rd Service to British Columbia Improved

Our
ongratulations
and
Best Wishes
— to —
B PARKER LTD.

We are happy to announce the appointment of Bob Parker Ltd., The Firestone Franchise Dealer for Prince Rupert.

Vancouver Plant of Assembly Re-opening

HAS LONG BEEN POPULAR CAR IN PRINCE RUPERT DISTRICT

VANCOUVER—Reconversion operations at the Ford Assembly Plant in Vancouver which was returned to the Company by the Army late last summer are now nearing completion, Ralph K. Johnson, Vancouver Branch Manager of the Ford and Monarch Division, said today when commenting on the appointment of Bob Parker Ltd. as their dealers at Prince Rupert. Production machinery and assembly lines which were removed to provide room for army repair depots when the plant was released to the armed services early in the war have been reinstalled and the plant is practically ready for operation. Actual assembling at the Vancouver plant will be delayed until there is an improvement in the general steel situation.

RALPH K. JOHNSON — Vancouver Branch manager, Ford and Monarch division of the Ford Motor Company of Canada Limited, who today announced the appointment of Bob Parker Ltd., as Ford and Monarch dealers in Prince Rupert.

Re-opening of the assembly plant will help boost Ford production by relieving the main Ford factory at Windsor, Ontario. Vehicles supplied to British Columbians last year were shipped direct from Windsor. Ford is the only automobile manufacturer to assemble in this province.

The parts depot will also be re-opened early in 1947 enabling dealers to secure genuine Ford parts promptly when needed.

The information was given by Mr. Johnson in announcing that Ford cars and trucks, including the new Monarch and the revolutionary Ford Tractor Ferguson system, will be sold and serviced at Prince Rupert by Bob Parker Ltd., who have recently taken over the business of S. E. Parker Ltd.

"We welcome Bob Parker Ltd. as an authorized Ford and Monarch dealer," Mr. Johnson said. "We have been particularly fortunate in having Stan Parker represent us in Prince Rupert. Stan Parker has been a Ford dealer since May 1 1,923. By conducting his business in a straightforward, efficient manner, he has earned for himself a very favorable spot in both the business and community life of Prince Rupert. Now with his son, Bob, taking over the business, we look for a continuation of the same friendly, conscientious service to the motoring public. Owners of Ford products can drive into Bob Parker Ltd. with every confidence that they will receive automotive service to their satisfaction.

"For many years," Mr. Johnson pointed out, "there have been more Fords purchased in the Prince Rupert district than any other make. We greatly appreciate this confidence in Ford products and will continue making it our business through constant research and development to meet the needs of the motoring public. Right now we are unable to take care of all the orders placed for cars, trucks and tractors. We have made some progress in meeting the demand this year and we are hopeful that we will do even better in 1947."

SAFE DRIVING TRIO

TORONTO, (C) — Let anyone who blames vehicle accidents on "the other fellow" take a leaf from the notebooks of three Torontonians. Between them the trio has 113 accident-free years of driving, and one has covered more than 1,000,000 miles as a taxi driver since 1909. They are John Webster, steamship agent, Thomas Ingrouille, taxi driver, and Frank Brown, truck driver.

Bob Parker Ltd. has been appointed Firestone tire dealers and will also feature a complete line of Imperial Oil products.

GUTTA PERCHA
congratulates
"BOB" PARKER
LIMITED
of Prince Rupert

Nothing is finer, nor more progressive and deserving of community praise than a Father-to-Son business. Along with "Bob Parker Limited" comes a newly established Ford and Monarch Dealership and Gutta Percha Tire Dealer franchise.

The old and the new are milestones of achievement—and we extend every wish for continuous success to the management of this expanding enterprise of Prince Rupert.

GUTTA PERCHA TIRES

GUTTA PERCHA & RUBBER LIMITED
526 BEATTY ST. VANCOUVER, B.C.

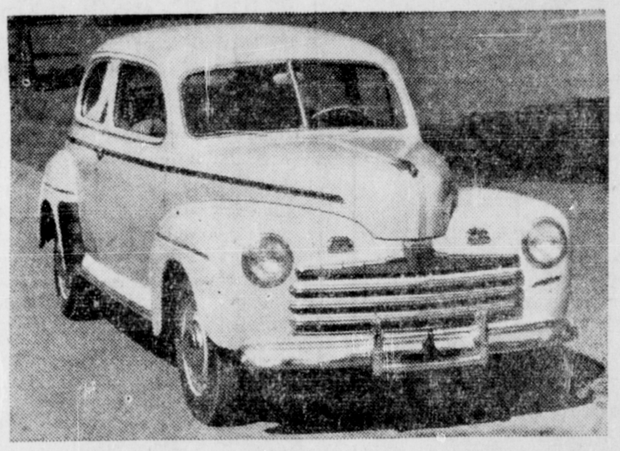
COMPLETE FORD SERVICE HERE

Bob Parker Ltd. will handle a complete line of Ford and Monarch passenger cars, Ford light and heavy trucks, and the Ford Tractor Ferguson System. A large stock of Ford parts and accessories is being built up to enable them to give prompt service.

"We are going to build the business on service to motorists," Mr. Parker states. "We aim to provide a 'home' for all owners of Ford products, where their motoring needs can be taken care of quickly and courteously. The same careful attention will be given to other owners."

As machinery becomes available, new garage equipment will be added to supplement the facilities already available at Bob Parker Ltd.

New Fords Feature "Easy Starting"



"When you come out on a cool morning and your car starts right up on the first try, you can thank the research men of the Ford Engineering Laboratory, who found a way to prevent moisture from forming in the distributor," Bob Parker of Bob Parker Ltd., points out.

When moisture forms in the distributor, it causes hard starting. Ford engineers designed a dead-air chamber between the terminal housing and cap, that stops moisture formation. In principle, it works in the same way as the vacuum bottle you take on a picnic. The cold air outside can't cool down the air inside and thus it can't cause moisture to form.

The ignition system in the new 1947 Fords has been improved in other ways, too, Mr. Parker adds. Synthetic rubber has been used on ignition wires for insulation because it won't crack in extremely cold weather and is oil resistant. This idea came out of the use by high-altitude airplanes of synthetic rubber insulation.

Water splash from wet roads can't stall the engine because new plastic sleeves tightly seal the ignition wires.

And the problem of ignition wire insulating breaking down under the attack of ozone gas which is formed by the high-voltage current of the ignition system, has been solved by the use of the new coating on wires, which won't deteriorate under high-tension current.

EMEN W CARS

rned servicemen, were at the head long list of applicants Ford and Monarch cars, latest to get their from Bob Parker Ltd., like all aspiring new ers, they had to wait a e to have their orders

enting on the deliveries, ich he has little control factory production diffi- Mr. Parker said that he felt gratified that the latest available cars had gone to former servicemen now in business in the city.

"They waited a long time until their names came to the top of the list," he said. "However, I felt gratified that they were among the first to get their new vehicles from Bob Parker Ltd."

Robert McKay, jr., local butcher shop partner, took delivery of a new Ford sedan delivery recently. He placed his name on the order list immediately after being discharged from the service more than a year ago, while Dan Wick, proprietor of Dan's Radio Clinic, recently received his new Monarch sedan coupe, which he also ordered shortly after his discharge from the army.

The local Standard Oil Co. also took delivery of a new three-ton Ford truck chassis on which they have installed the latest in tanks and pumping equipment for home oil deliveries.

Congratulations and Best Wishes
— to —
BOB PARKER LIMITED

IMPERIAL PRODUCTS

IMPERIAL OIL LIMITED

Another Business Goes Ahead

with merchandise by

McLENNAN McFEELY & PRIOR LTD.

Congratulations to

BOB PARKER LIMITED

On their Appointment as FORD and MONARCH Dealers for Prince Rnpert and District

Congratulations And Best Wishes
— *to* —
BOB PARKER LIMITED
(SUCCESSORS TO S. E. PARKER LTD.)
— AS —
FORD-MONARCH DEALER
FOR PRINCE RUPERT AND DISTRICT

Traders

Traders Finance Corporation
LIMITED — VANCOUVER