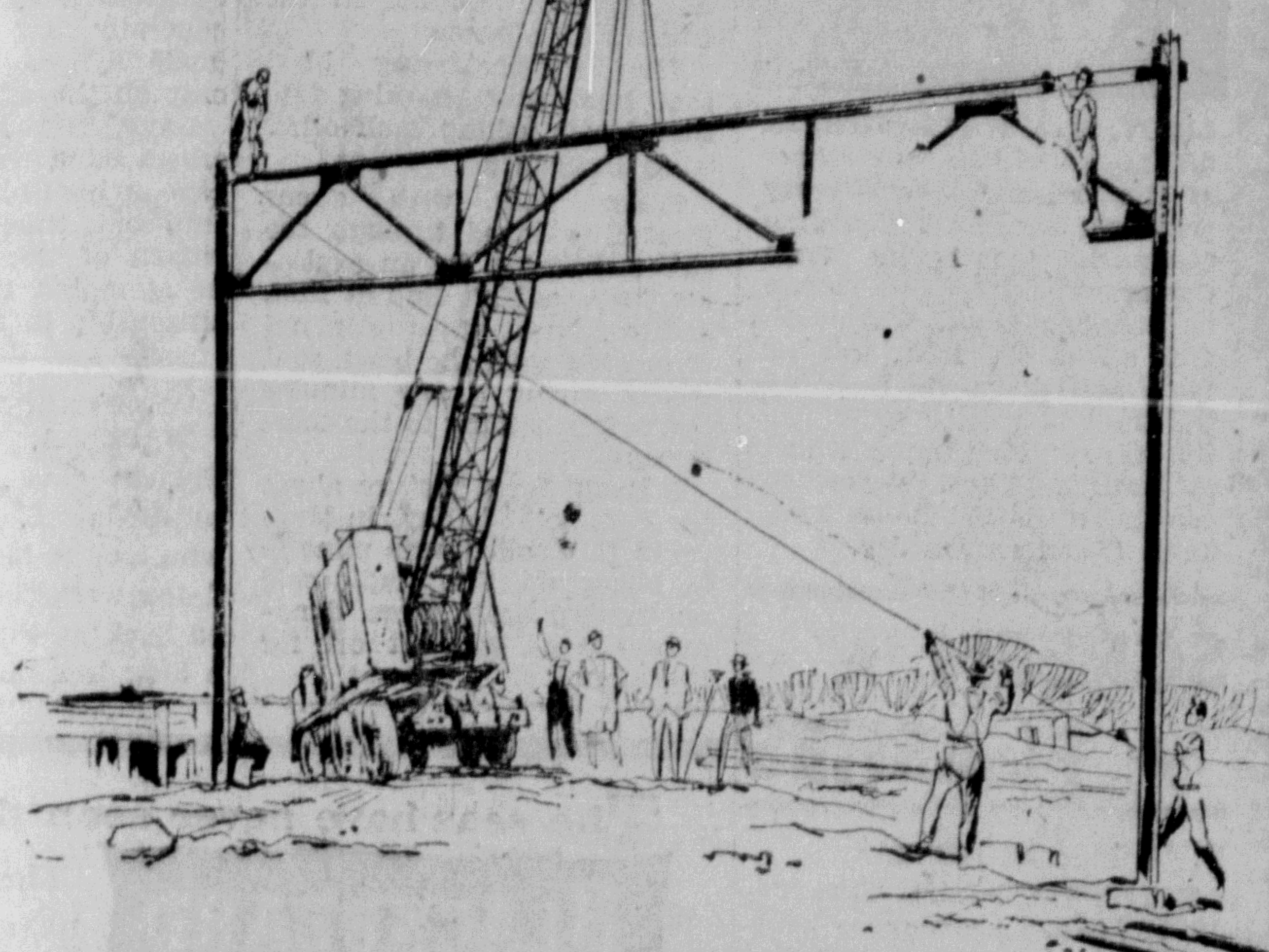


MAY, 1952 - first steel erected... MAY, 1953 - the first car rolls!



Since its inception, Ford of Canada has produced more than 2,750,000 cars and trucks, substantially more than any other Canadian manufacturer.



A Canadian Achievement

FORD-OAKVILLE

largest plant under one roof in Canada!

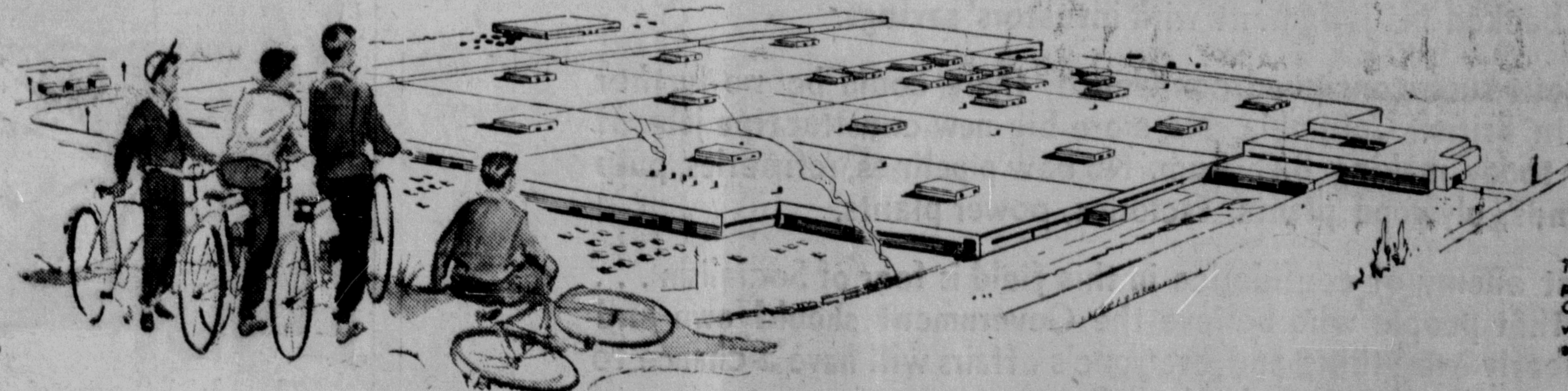
Forty-nine years ago, a little group of enthusiastic, forward-looking Canadians founded Ford of Canada, and opened Canada's first automobile plant. Now, still pioneering—still building for the future—Ford of Canada begins production in the greatest automobile assembly plant ever constructed in this country.

Ford-Oakville is, in fact, the largest plant under one roof in Canada. But sheer physical size is not the important thing about this new industrial giant. Brought into operation in Ford of Canada's 50th Year, this great new plant is a multi-million-dollar pledge of this company's firm, continuing resolve to keep in step with Canada through the great future that plainly lies ahead. Built in record time . . . by Canadians . . . to serve Canadians . . . to build cars and trucks to suit our Canadian needs and preferences, Ford-Oakville is truly an achievement of which all throughout the country may well be proud.

Ford of Canada is in the automobile business. All the vast new facilities of Ford-Oakville are for one purpose only—the assembly of Ford and Monarch, Mercury and Meteor cars—and Ford and Mercury Trucks.

Manufacturing operations will continue to be handled at Ford of Canada's Windsor plants—where another vast expansion program is now under way, to provide the largest automotive engine plant in Canada, the most up-to-date automotive foundry, and a machine shop second to none in modern tools and precision equipment.

These Ford of Canada plants represent a distinct forward step in Canada's fast-moving progress as an industrial nation. They will mean better cars and trucks for you—better values for your money—and better service through our 1,100 dealers from coast to coast.



THE NEW FORD-OAKVILLE . . . Assembly plant alone covers 32 1/2 acres. All Ford of Canada cars and trucks will be assembled here within the near future, by a plant working force expected to reach 4,000 men.



FIFTY YEARS FORWARD WITH FORD

FORD OF CANADA