

**Ford-Oakville
Commemorative Section**
40 Pages

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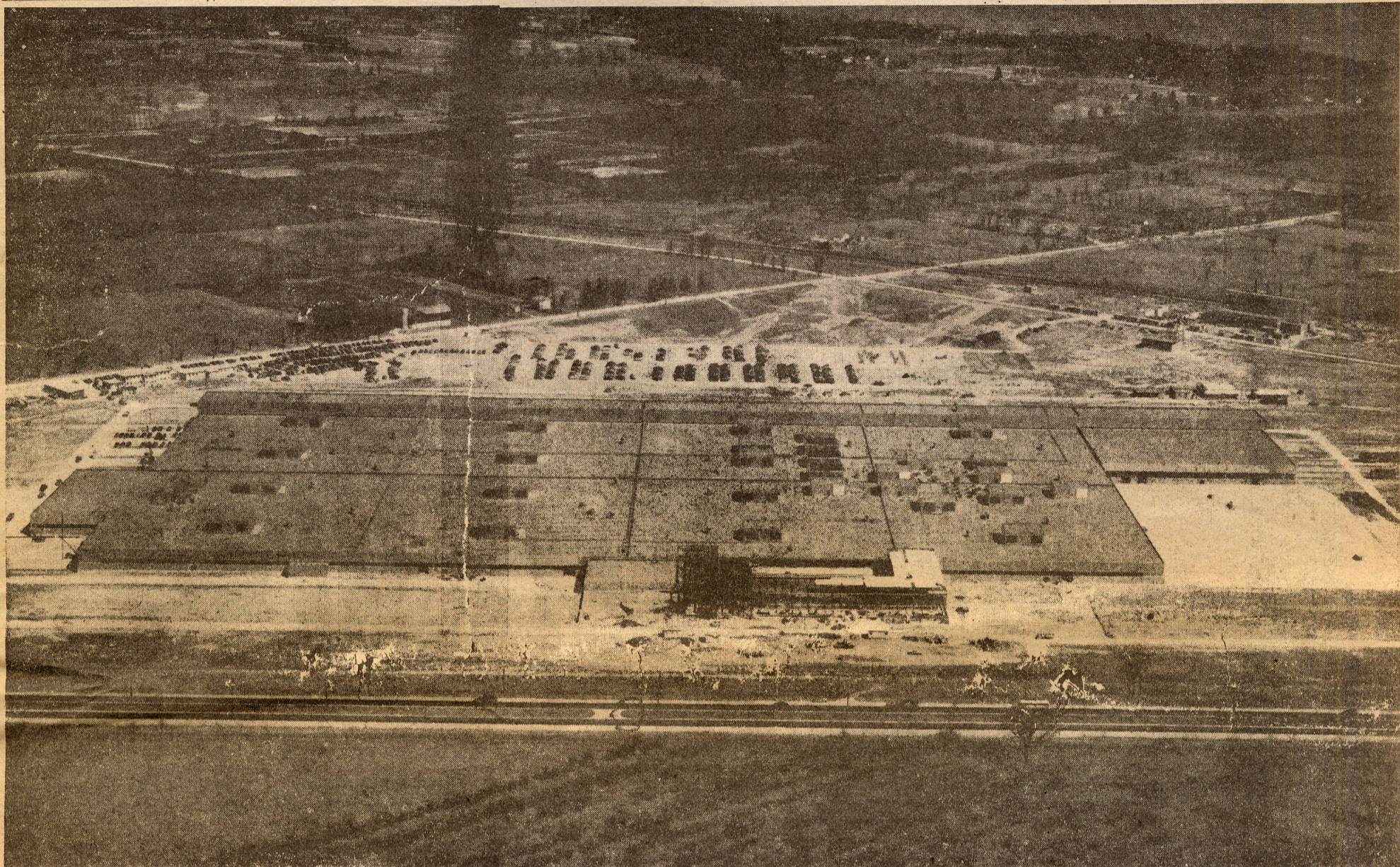
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FIRST FORD ROLLS OFF LINE MONDAY



HUGE, 32-ACRE FORD-OAKVILLE ASSEMBLY PLANT IS CANADA'S LARGEST INDUSTRIAL BUILDING. FOR KEY TO ACTIVITIES, SEE PAGE 4

From Drafting Board To Production - As The Journal Saw It Unfold

It started with a few properties being optioned, then began to snowball as more and more acreage was added to the total, until residents began to refer to what was coming as "The Thing." Despite the efforts of everyone who had any drag along "information row" no one could discover for what purpose all this land was being optioned in Trafalgar.

ALL FOR ONE—THAT'S FOR SURE

It was obvious that each new option must be a part of the previous ones, for there was a pattern emerging that said "This is a single project." Speculation ran riot, with every possible guess being made from the racetrack move from Woodbine Park—which finally located recently near Malton—to the location for a new city-like housing development.

Finally, through a lucky chain of people, the Journal got the nod that the largest under-one-roof plant in Canada was going to locate in the area bounded by the Queen Elizabeth Highway and the Lower Middle Road... but the paper's informants weren't able to name the company.

With publication of this forecast of things to come, local residents really began to yell. Oakville, they claimed, was a residential area. No one wanted the nature of the community changed. Industrial development must be stopped. "The thing" must be prevented somehow. At ratepayer's meetings impassioned speakers exhorted their executive, the town or township councils, or just anybody, "To do something." But there was, of course, nothing which could be done. The residents of Trafalgar had turned down a "Green Belt" land-use plan proposed to them, because many of the farmers in the areas affected by such a by-law wanted to subdivide their farms (Continued on page 14)

Windsor, Too!

Development of Ford of Canada's Oakville plant is paralleled by a \$32,500,000 expansion program in Windsor, designed to provide productive capacity to meet the demands of the huge new assembly operation.

While no firm figures have been made public on the expected production capacity of the Oakville plant, it is no secret that it will greatly exceed anything turned out by Ford of Canada to date.

In announcing the over-all expansion program of the company, involving some \$65,000,000, Rhys M. Sale, president of Ford of Canada, said: "I am convinced that over the long term there will be more jobs in our Windsor operations than there have ever been. I am equally sure that the nature of our future operations will be more conducive to greater employment stability than in the past."

An Editorial

Welcome To A Neighbour

This is a souvenir of a major event, the production of the first Ford at Oakville, which will happen next Monday. It will take you considerable time to study all the material presented here, but there is no hurry - - Ford-Oakville will be here for a long time to come.

You are starting on a tour at the end of which you will have seen, in pictures and words, the inside of the largest-under-one roof plant in Canada, and will have a knowledge of many of the features of its construction and operation. This Ford commemorative section, numbering 40 pages, is a supplement to your Journal which comprises 32 pages. It has been designed to show you as much of the story of the arrival and building of your New Neighbour as is possible. As you read the stories you will realize that we have tried in this section to show you why it is that the products of this company rank in the forefront of the manufactured products of Canada, and what is involved in their production.

Eventually all of you will have the opportunity to take a tour of the plant. Then you will see with your own eyes the things which, despite the most complete newspaper coverage possible today, we can not show you. You will be company guests, you will ride in the company train around the plant, and you will marvel at the ingenuity of the men who designed and built this plant.

THE PAPER'S VIEW

This is the moment when a newspaper is expected to express its views on a situation. The editorial of a newspaper is its opinion, the thoughts about whatever it feels concerns its people. A newspaper that has no opinion on major local matters isn't really a newspaper. So we are glad that on the matter of Ford-Oakville we have an opinion. A clear-cut opinion, based on observation and assessment of the situation to date.

There may be changes in this opinion as the years pass, as all opinion changes with circumstances. But up to this moment we see things this way.

It was inevitable that Trafalgar become industrialized. In fact, it had to be if taxpayers were not to drown in the rising cost of services, such as schooling, caused by subdivisions. There were two kinds of industry which could have come. Big industry, which is what we got first, or many small industries.

Small industry, among which we fall, is the strength of any country. It employs people, fairly on the average, and it contributes to the financial stability of the country. The Canadian government recognising this, does all it can to encourage small industry. We would like to see as many small industries as possible dot the face of this land.

Yet in the case of Trafalgar township, small industries had they come first could have spelt out a tale of woe that no one should overlook.

IF WE ELIMINATE PREJUDICE

Large industry has, because of the hang-over from depression days in the minds of many people, had a pretty nasty name at various times. It has been called soulless, greedy, domineering—very nearly all the adjectives you can think of that are unflattering. Yet, if we sit back and without bias examine the operation of most big industry we find that few of these terms can be applied with justice. Principally because, if they were true, big industry could not survive in the more enlightened world of today.

Therefore we must, if we are honest, control any tendency we may have to rail against big industry. We must recognise that among the big industries of Canada there are those which are good and some which are bad.

Since the arrival of Ford-Oakville we have been examining the company's policies, both towards its workers and towards its shareholders and customers. All of these stand up well under examination. In the past the company has had difficulties with its workers—but this is common to nearly all leaders in the various industrial (Continued on page 3)

Man At Ford-Oakville Helm Describes Birth Of Industrial Giant

First Ford Will Launch Era

While Monday, May 11th, 1953, will not mean the start of full-speed production on the Ford-Oakville car assembly lines, it will be a date that should be engraved on the hearts of all Ford personnel—as well as the residents of this area. The reason is a simple one to write, yet sums up months of effort. On this date the first Ford will roll off the assembly line.

When General Manager Mike Cochrane drives it away there will be many relieved company engineers, construction firm heads and workers who will draw sighs of relief, before going back to work to get the car line into full production.

The first model will be a four-door Custom Ford, and right up to the day when this issue went to press there was no word being dropped by anyone as to who might become the owner of this first vehicle.

Apart from the construction of the plant, preparations for this car have been going on for months. These involved the installation of equipment, test runs of the lines with sample bodies sent from Windsor, and a working out of the supply lines. No small part of the job involved the training of newly hired employees, and many of these were building their first motor cars.

J. M. (Mike) Cochrane, vice-president and director Ford of Canada, and General Manager of Ford-Oakville addressed the Lions Club of Oakville on April 2nd, 1953. His speech outlined in the completest details the reasons for the company's move to Oakville-Trafalgar, the company policies and aims and methods of carrying them out—and expressed fully the desire for understanding of this new neighbour. Because no more complete story could be told, and because the man who will be responsible for this giant operation is the best qualified person to tell it, his speech is reproduced for the first time in its entirety, as being the best story of "The Birth of an Industrial Giant."—Ed.)

The Story Begins

A big company generally is looked upon as a pretty impersonal thing. Some regard it in terms of brick and mortar and machines, and some in terms of a financial structure built of stocks and bonds and balance sheets. But not many think of it in its light as an organization of human beings, each contributing some part of his or her personality to make up the personality of the company as a whole.

It's the People

Good people make a good company, just as good people make a good community. I am confident, you will find that ours is a good company, and it will be my constant endeavor as vice-president (Continued on page 3)