



New Prices August 1, 1916

The following prices for Ford cars will be effective on and after August 1st, 1916

Chassis	\$450 <u>00</u>
Runabout	475 <u>00</u>
Touring Car	495 <u>00</u>
Coupelet	695 <u>00</u>
Town Car	780 <u>00</u>
Sedan	890 <u>00</u>

f. o. b. Ford, Ontario

These prices are positively guaranteed against any reduction before August 1st, 1917, but there is no guarantee against an advance in price at any time.

Ford Motor Company of Canada
Limited
Ford, Ontario

Assembly and Service Branches at St. John, N.B.; Montreal, Que.; Toronto, Ont.; London, Ont.; Winnipeg, Man.; Saskatoon, Sask.; Calgary, Alta.; and Vancouver, B.C.