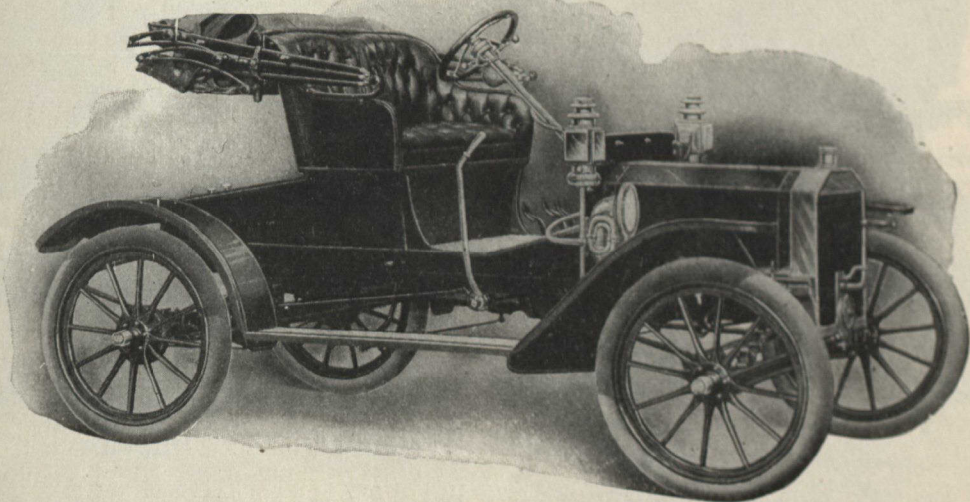


The Ford Runabout



A Plain, Straightforward Business Proposition

¶ We believe that the manufacturer of an automobile should be satisfied with about the same margin of profit as the manufacturer of any other similar commodity. The motor car is as much a necessity as the sewing machines.

¶ We manufacture Ford Runabouts; we don't "build them." That is to say every part of each car is exactly the same as the corresponding part of every other car.

¶ This means economy in machine work and assures the purchaser that the car he gets is exactly the same as every other car of the same model.

¶ For 1908 we offer two models—Model "S"—same chassis as Model "N" with special fenders, running board, storage battery ignition, 28 x 3 inch tires, ironed for top, and with full equipment, consisting of two side oil lamps, tube horn, tools, repair kit and pump. Price \$800.00.

¶ Model "N"—the original four-cylinder runabout with all 1908 improvements. All automobile without some of the "trimmings." Equipment includes two side oil lamps, post horn, repair kit and pump. Price \$750.00.

¶ Don't forget when you are buying a Ford car, you are only paying for actual automobile value. The name "Ford" costs nothing, but it's worth more than most guarantees.

For Catalog and full particulars write

THE FORD MOTOR CO. OF CANADA, Limited
Walkerville, Ont.

Toronto Branch, 53-59 Adelaide St. West