



A Ford car bought part by part costs only \$40 more than the list price of the complete car as against \$940 more for the parts of the average car priced around \$1000 and less

\$940—Cost, over and above the list price of the car itself, for enough spare parts to build the average touring car priced around \$1000 and less.

\$ 40—Cost, over and above the list price of the car itself, for enough spare parts to build a Ford touring car complete.

\$900—Difference in part by part cost of cars.

And remember, both by laboratory tests and actual service tests, the parts of a Ford car have proved themselves superior, part by part, to those of any other car.

Don't these figures drive home what is meant by the low upkeep cost of the Ford?

Ford Motor Company
OF CANADA, LIMITED.

Ford Runabout \$480
Ford Touring 530
Ford Coupelet 730
Ford Sedan 890
Ford Town Car 780
f. o. b. Ford, Ontario

FORD, ONTARIO.

All cars completely equipped, including electric headlights. Equipment does not include speedometer.