



A Tremendous Price Reduction

On January 7th, 1926, Dodge Brothers (Canada) will announce a tremendous reduction in the prices of their complete line of motor cars.

These reductions will apply on all cars bought after midnight December 15th, 1925.

When the new prices are made known on January 7th, the full amount of the reductions will be immediately refunded to purchasers since December 15th.

These revolutionary reductions are made possible by a recently completed \$10,000,000 expansion program—new buildings and equipment that will nearly double the capacity of Dodge Brothers factories in 1926.

There is no change in the policy upon which Dodge Brothers established their leadership 11 years ago—the policy of constant improvement without yearly models.

W. J. CHISHOLM

70 York Street, London

