



The Man Who Really Cares

about the way your Ford performs is the Ford dealer. His eggs are in the Ford basket.

He knows how a Ford is built and he repairs as Ford builds, sensibly, efficiently, honestly.

He refuses to put into a good Ford car a part that is **not a Genuine Ford Part**. To him a Ford with a spurious part is a steel chain with a lead link---worse, for the spurious part he knows may cause damage to other parts of the car.

Don't let anyone tinker with your Ford. See the Ford dealer.

DEMAND GENUINE FORD PARTS

FORD MOTOR COMPANY OF CANADA LIMITED

\$ 495

CHASSIS - - -	\$395
RUNABOUT - -	455
TRUCK CHASSIS	545

Starting and electric lighting on above models \$85 extra

COUPE - - -	780
SEDAN - - -	870

Closed models are fully equipped. Above prices F.O.B. Ford, Ont Government Sales Tax Extra.